

Google vs. Bing SEO Checklist

Optimize your strategy for both major search engines.

Based on [Google Vs Bing Why Your Seo Strategy Needs To Account For Both And How Theyre Actually Pretty Different](#) by Casey's SEO

1. Understand Search Engine Differences

Recognize how Google and Bing algorithms and user behaviors differ.

- Acknowledge Bing's 3.98% market share and consistent growth.
- Note Bing users submit longer queries (avg. 4.8 words vs. Google's 3.9).
- Understand Bing users are often closer to purchasing decisions.
- Identify Google's preference for in-depth content.
- Recognize Bing's preference for direct, intent-matching content.
- Compare meta description length limits (Google: 150-160, Bing: up to 200).
- Differentiate Bing Places for Business from Google Business Profile.
- Note Bing's greater importance on NAP citation consistency.

2. Platform-Specific Keyword Research

Tailor your keyword strategy to each search engine's nuances.

- Identify keyword opportunities specific to Bing's search patterns.
- Identify keyword opportunities specific to Google's search patterns.
- Create content strategies that naturally target both sets of terms.
- Use specialized tools for cross-platform keyword analysis.

3. Dual-Optimized Content Creation

Develop content that satisfies both Google's and Bing's requirements.

- Structure content to provide in-depth coverage for Google.
- Structure content to offer direct answers for Bing.
- Create clear, independent sections within articles.
- Develop FAQ-style content that directly answers common questions.
- Ensure content is easily consumable by AI systems.
- Use structured data markup that AI systems can parse.

4. Technical SEO for Both Platforms

Implement technical optimizations that cater to each search engine.

- Ensure optimized site speed for both platforms.
- Maintain mobile responsiveness across devices.
- Prioritize clean HTML structure for Bing.

- Implement advanced technical elements valued by Google.
- Optimize meta descriptions for Bing's longer display limit.
- Optimize meta descriptions for Google's standard display limit.

5. Local Optimization Across Platforms

Adapt your local SEO tactics for Google Business Profile and Bing Places.

- Optimize Google Business Profile listings.
- Optimize Bing Places for Business listings.
- Ensure consistent NAP (Name, Address, Phone) information across directories.
- Tailor local strategies to Bing's emphasis on citation consistency.
- Tailor local strategies to Google's prioritization of engagement signals.
- Develop platform-specific review strategies.
- Implement platform-specific posting schedules.

6. Addressing Common SEO Problems

Solve visibility issues by implementing cross-platform solutions.

- Monitor performance on both Google and Bing using separate analytics segments.
- Identify platform-specific opportunities and issues.
- Develop platform-specific local SEO strategies.
- Increase local visibility on both platforms.
- Structure content for conversational queries.
- Implement schema markup for AI understanding.
- Create natural language content that answers questions directly.

7. Measuring Multi-Platform Success

Track key performance indicators relevant to both search engines.

- Monitor platform-specific organic traffic growth.
- Track cross-platform keyword ranking improvements.
- Measure local pack visibility on both Google and Bing.
- Analyze AI-powered search result appearances.
- Evaluate overall conversion rate improvements from organic search.
- Compare Bing traffic conversion rates (often 10-15% higher).
- Aim for top 3 positions in local packs on both platforms.

8. Staying Compliant and Adaptable

Be aware of regulatory shifts and AI's evolving impact.

- Monitor regulatory changes affecting search engines (e.g., DMA, CCPA).
- Understand how privacy regulations impact data usage.
- Adapt content strategy for AI-powered search results.

- Ensure business information is consistent and easily extractable by AI.
- Stay informed about AI integration in search engines.
- Diversify search presence to mitigate regulatory risks.

Resources & Further Reading

Use these pages while working through the checklist:

■ Colorado Springs SEO Blog

<https://caseysseo.com/seo-blog>

■ Google vs Bing: Why Your SEO Strategy Needs to Account for Both (And How They're Actually Pretty Different) – Casey's SEO

<https://caseysseo.com/bing-vs-google-algorithm-differences-complete-ranking-factor-comparison-guide/>

■ Colorado Springs Local SEO Company

<https://caseysseo.com/colorado-springs-local-seo/>

■ Emergency Service Seo Strategies For 247 Home Service Companies – Casey's SEO

<https://caseysseo.com/emergency-service-seo-strategies-for-247-home-service-companies/>

■ Google Maps Optimization Colorado Springs

<https://caseysseo.com/colorado-springs-google-maps-optimization/>

■ Competitor User Generated Content Analysis Review And Testimonial Strategy Gaps – Casey's SEO

<https://caseysseo.com/competitor-user-generated-content-analysis-review-and-testimonial-strategy-gaps/>

■ Find Your Local Results

<https://caseysseo.com/>

■ About Casey's SEO

<https://caseysseo.com/about/>

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Optimize for both Google and Bing to capture more qualified leads and stay ahead.