

Google vs. Bing: Algorithm Differences & SEO Strategies

Understand how Google and Bing rank content differently and adapt your SEO strategy.

Based on [Bing Vs Google Algorithm Differences Complete Ranking Factor Comparison Guide](#) by Casey's SEO

Google ~90%, Bing ~10%	Market Share
Google: Hours/Days, Bing: Weeks	Content Discovery Speed
Google: Mobile-First, Bing: Desktop -Focused	Mobile Focus
Google: Natural Language, Bing: Exact Match	Keyword Matching
Google: Quality, Bing: Quantity & .edu/.gov	Link Building
Bing: Factor, Google: Indirectly Used	Social Signals

AI & Understanding

Google excels at understanding user intent with AI, while Bing is more literal and relies on exact keyword matches.

Technical SEO

Google handles complex JavaScript well; Bing may struggle with heavily JavaScript-reliant sites. Bing is more forgiving on redirects.

Age & Authority

Bing respects older domains more, while Google prioritizes current relevance and recent authority signals.

Local SEO

Google uses distance & prominence; Bing relies more on traditional citations and consistent NAP data.

Resources & Further Reading

Related guides for this summary:

■ Google vs. Bing SEO Strategy Comparison

<https://storage.googleapis.com/casey-s-seo-checklists-20260706-b272b9/casey-s-seo/Comparison/google-vs-bing-why-your-seo-strategy-needs-to-account-for-both-and-how-theyre-ac-comparison.pdf>

■ Google vs. Bing SEO Checklist

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/casey-s-seo/Checklist/google-vs-bing-seo-checklist.pdf>

■ Colorado Springs SEO Blog

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

■ Find Your Local Results

<https://caseysseo.com/>

■ Why Your PPC Campaigns Need Bing Ads and Webmaster Tools Working Together – Casey's SEO

<https://caseysseo.com/bing-ads-integration-with-webmaster-tools-for-enhanced-ppc-performance/>

■ Colorado Springs Local SEO Company

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

■ Schema Markup for Local Businesses: Your Complete Playbook – Casey's SEO

<https://caseysseo.com/complete-schema-markup-implementation-strategy-for-local-businesses/>

■ Dental Practice SEO Strategies for Colorado Dentists: Your Guide to Getting Found Online – Casey's SEO

<https://caseysseo.com/dental-practice-seo-strategies-for-colorado-dentists/>

■ Colorado Springs Chamber Commerce SEO Benefits – Casey's SEO

<https://caseysseo.com/colorado-springs-chamber-commerce-seo-benefits/>

■ Family Law Seo Targeting Colorado Child Custody And Divorce Keywords – Casey's SEO

<https://caseysseo.com/family-law-seo-targeting-colorado-child-custody-and-divorce-keywords/>

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Optimize for Google first, then layer in Bing-specific tactics for broader reach.