

Google vs. Bing SEO Strategy Workbook

Understanding and leveraging the key differences in search engine algorithms.

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

Content Discovery Speed

Google typically discovers new content within hours or days, while Bing can take significantly longer, sometimes up to _____.

Mobile-First Indexing

Google uses a 'mobile-first' approach, meaning it looks at the _____ version of your site first for ranking.

AI and Natural Language

Google's AI helps it understand synonyms and context, while Bing is more _____ in its interpretation, requiring more exact keyword matches.

Link Building Emphasis

While Google prioritizes link quality and relevance, Bing still places significant weight on link _____ and exact match anchor text.

Social Signals

Bing considers _____ signals as a ranking factor, whereas Google officially states they do not.

Keyword Strategy

Bing favors _____ keyword matches in title tags and headers, while Google focuses more on topical relevance and natural language.

Technical SEO Differences

Google is better at handling complex _____-heavy sites, while Bing may struggle to crawl them fully.

Domain Age and Authority

Bing tends to show more respect for _____, established domains compared to Google, which focuses more on current relevance.

Resources & Further Reading

Related guides to use with this workbook:

■ Google vs. Bing SEO Strategy Comparison

<https://storage.googleapis.com/casey-s-seo-checklists-20260710-0cba72/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/>

Casey's SEO | 8110 Portsmouth Ct, Colorado Springs, CO 80920
719-639-8238 | caseysseo.com

Tailor your SEO approach to harness the distinct strengths of both Google and Bing.