

# BING TO WIN



**YOUR COMPLETE GUIDE TO SUCCEEDING WITH BING ADS**



# Contents

Chapter 1: An Introduction to Bing Ads.....	3
Chapter 2: Why It’s Time to Wake Up to Bing.....	5
The Massive Opportunity You Can’t Afford to Miss.....	8
More Reasons That Bing Ads May be Better Than AdSense.....	9
Chapter 3: How Bing Ads (And PPC) Work.....	11
Targeting.....	13
Chapter 4: Creating a Great PPC Campaign.....	15
PPC and Your Business Model – Selecting Your Budget.....	16
Designing Your Ads.....	18
Choosing Your Keywords.....	20
Customer Lifetime Value and Watching Metrics.....	21
Chapter 5: Getting Started With Bing Ads.....	22
Importing Google AdWords Campaigns.....	23
Setting Up a New Campaign.....	24
Managing and Tracking Campaigns.....	25
Chapter 6: Advanced Bing Ads.....	27
Setting Up Goals.....	29
Chapter 7: Why SEO for Bing Matters.....	31
An Introduction to SEO.....	33
Why Bing Ads and SEO Are a Match Made in Heaven.....	34
Chapter 8: Your Master Guide to SEO for Bing.....	35
Point #1 – Bing Likes to Take Things Literally.....	36
Point #2 – User Engagement Matters.....	37
Point #3 – And So Do Click Through Rates.....	38
Point #4 – Social Signals Are Big on Bing.....	38
Point #5 – Crawl Depth.....	39
Point #6 – Respect Your Elder (Content).....	40
And Now for Some Rapid Fire Differences.....	41
Bing SEO – The Next Steps.....	41
Chapter 9: Extra Tips and Techniques for Better Success.....	43
Bing Webmaster Tools and More Utilities.....	44
Some Tips to Improve Your Ad Position.....	45
Chapter 10: Conclusion.....	46



# CHAPTER 1

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AN INTRODUCTION TO BING ADS

## Chapter 1: An Introduction to Bing Ads

If you're looking to promote your brand online, then the first place to look is to PPC campaigns. A PPC campaign is of course 'Pay Per Click' and that means that you pay each time a user actually clicks on one of your ads. There are several things that make this a fantastic way to generate traffic, which we'll look at later.

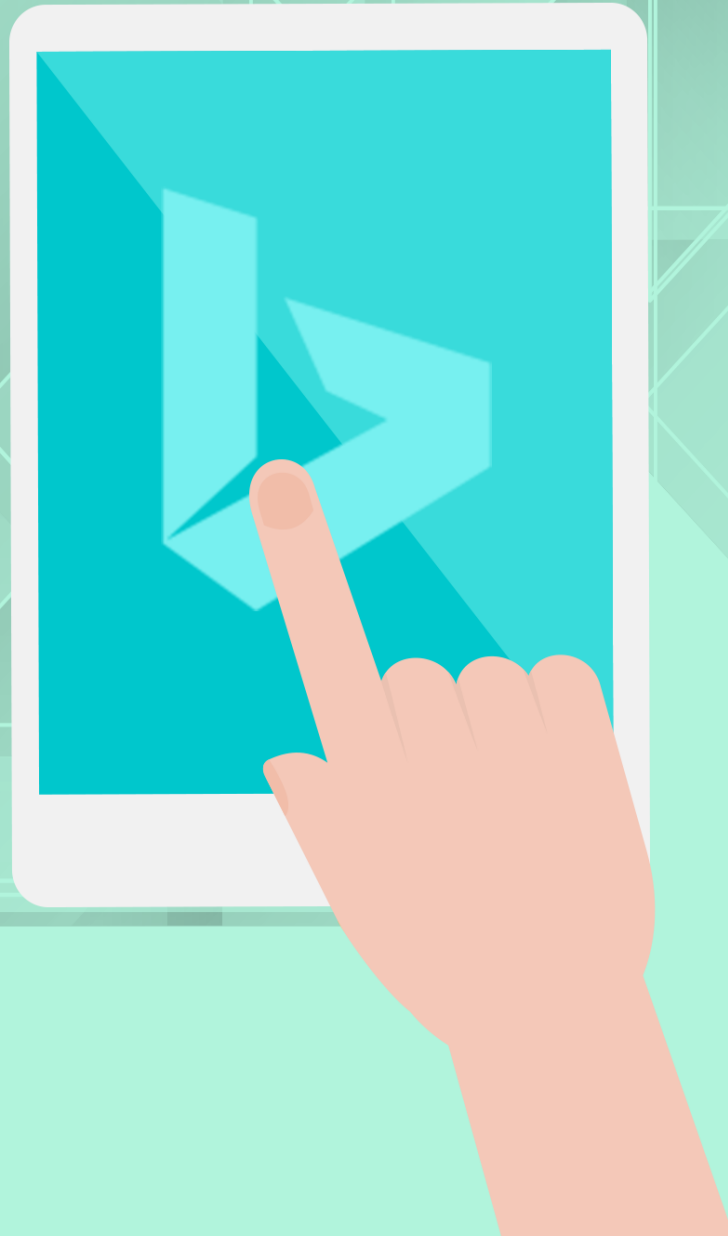
For now though, suffice to say that PPC gives you the precise control that any advertising campaign needs and allows you to build a perfect business plan with a precise advertising spend, target demographic and profit margin.

But when it comes to PPC, only one word will often come to mind: Google AdWords. Google AdWords is by far the biggest PPC platform and the one that most new marketers will go to first.

But there are other options out there. And actually, focussing on only Google AdWords can be a big mistake for your campaign. We'll look in more detail at why this is in the coming chapters but suffice to say that Google AdWords is actually more expensive, more competitive and less precise in many ways.

This is where Bing comes in. Bing can help you to reach an entirely different section of your market while avoiding direct competition with some of the bigger competitors in the field. As we'll learn, Bing can offer you the perfect 'back door' and even help your rankings on Google. It's the perfect starting point for the small, lean business and a very wise 'backup' source of traffic for ALL online businesses.

In this book, you'll learn more about Bing and how it differs to Google. You'll learn why it's crucial to start paying attention to Bing and you'll learn how to take advantage of all its unique features. At the same time, we'll also be going in depth looking at the best practices for creating successful PPC advertising campaigns on Google OR Bing and we'll see how this can be employed as part of a comprehensive business plan.



# CHAPTER 2

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**WHY IT'S TIME TO WAKE UP TO BING**

## Chapter 2: Why It's Time to Wake Up to Bing

Whether you're interested in using Bing ads, or you're just thinking about doing more search optimization for Bing, it's time that you stopped forgetting this search engine and focussing entirely on Google. Let's be honest – most of us don't really practice SEO (Search Engine Optimization), we practice GO (Google Optimization). Google is the first and last word in internet marketing as far as a huge proportion of internet marketers and SEO agencies are concerned.

But it's time to change that way of thinking. But why? Why break the habit of a lifetime?

Well for starters, Bing has 20% market share. That woke you up, right?

Many of us think of the search engine industry as being a one-horse race but that's really not the case. 20% is actually a pretty decent chunk of the market.

And when you consider that Yahoo! also makes up around 10% still – **and that Yahoo is powered by Bing**, that number goes up to 30%. This is a serious amount of web traffic!

Now ask yourself: in what other scenario would you be happy to let 30% of a market walk? If I told you that you could get 30% more visitors to your highstreet store by changing your shop name, you would change it in a heartbeat!

30% of potential visitors means 30% of potential customers and 30% of potential profit! Instead of earning \$50k a year from your website, you could be earning \$65K a year just by paying attention to Bing. That's a massive different (and a free holiday). And there are plenty more reasons to wake up to the reality of Bing as well.

For starters, Bing is integrated with Windows 11. Windows 11 is the latest iteration of Windows from Microsoft and it comes with Bing deeply ingrained into the system. What's more, is that Microsoft says this is the 'last version of Windows ever'. That is to say that future upgrades to Windows are going to be iterative rather than complete overhauls. So we can safely say that Bing is there to stay.

Not only is Bing the default search engine for the default 'Edge Browser' (which comes with some neat tricks up its sleeves) but it's also the search engine used by Cortana. Cortana is a digital assistant like Siri that now lives on your desktop. If you want to find out the weather

for instance, you can simply ask Cortana while you're typing and she'll pull results from Bing and tell you. Bing has also recently made the transition to Android and iOS and is found nicely

This means that even if someone should set Google as their default search engine, they're still likely to be using Bing on their desktop without realizing it just by speaking with Cortana. If they ask 'what does hypertrophy mean?', Cortana will open up Bing and show the results in the browser. That could be your website.

And the same is true if they own an Xbox One. We don't have the exact sales figures for Xbox One right now (Microsoft are remaining tight lipped about them) but we do know that they're in excess of 25 million around the world. Xbox One comes with a lot of home-entertainment functions including a browser that you can use while playing games or chatting on Skype. And guess what search engine the Xbox One browser uses?

While the Xbox One isn't quite the massive success that Microsoft hoped for (PS4 has the lead at the moment), the company is getting great reviews in all other departments and is generally considered to be firing on all cylinders at the moment. Examples of this can be seen with the success of Windows 10, the Microsoft Band and the Surface line of hardware. Then there's the huge buzz surrounding the HoloLens. HoloLens is a piece of 'Mixed Reality' hardware that might well introduce the world to a new form of computing.

And guess what search engine it will use?

Anything could happen in the next few years to upset the apple cart and lead to Google losing market share. For example, Apple have repeatedly threatened to ditch Google as the default browser on iPhone and this could very easily lead to a seismic shift for the search landscape.

Then again it might never happen. But the question is: can you afford to take that risk?

Are you happy knowing that all your eggs are in Google's basket?

## The Massive Opportunity You Can't Afford to Miss



### The Massive Opportunity You Can't Afford to Miss

And one last thing to consider is that Bing offers a lot of opportunity for the savvy SEO/webmaster. Why is that? Simply because Bing is lesser known and there are fewer people trying to rank there. Likewise, there are fewer people paying for PPC. That means that you'll pay less per click and you'll find it much easier to get to the top of the SERPs.

Specifically? You'll pay around 33.5% less on Bing compared with Google AdWords. In real terms, that means 33.5% more traffic, for the same cost!

A lot of people never consider Bing SEO and they don't know what the key to succeeding there is.

That means that the 30% of traffic to be found there is ripe for the taking. It means you can do a little background research and then just swoop right in to get to the top of the SERPs (Search Engine Results Pages). You'll be in a smaller pond but it will be much easier to get the fish biting.

And what you also have to understand is that this can then lead to more knock-on effects for your Google Ranking too.

Think about it: if you get to the top of Bing, then that leads to a lot of exposure to 30% of the web. This in turn means that you end up landing more backlinks and getting discussed in more forums and more comments sections. The same goes for paying for ads on PPC. You can use this as your 'way in' to boost your position in Google's SERPs as well as to generally increase your brand without directly challenging the biggest players in your niche.

And apart from anything else, if you completely rely on Google for all your traffic, you put yourself at risk of something going wrong when Google changes its policies (which it does all the time) or should something go wrong with Google.



Look, this is a book about Bing Ads but that doesn't mean we have to be unrealistically biased toward Bing here. There are still *plenty* of good reasons to prioritize your Google AdWords campaign; the biggest being simply that Google AdWords lets you reach a bigger audience. But with that said, it makes a lot MORE sense to make sure you're on both. The Googlepocalypse may never come but you should still have a contingency plan in case it does!

Finally, think about the kind of person that is likely to be deeply ingrained with the Microsoft ecosystem. Who is likely to use Microsoft software suites and hardware? Simple: businesses. That means executives, CTOs and managers. And that means they're *also* likely to be looking at Bing. If that's your target demographic, then you should strongly consider adding Bing ads to your campaign.



### **More Reasons That Bing Ads May be Better Than AdSense**

There are more reasons that Bing might be the better choice for building an effective PPC campaign. For example, it is generally considered that Bing offers superior control over ad campaigns in some aspects. For example, Bing allows you to set different ad campaigns for different time zones, allowing for sophisticated 'ad scheduling' strategies. This can end up making an important difference to your success – as in comedy, timing is everything for marketing.

Likewise, Bing allows you to set things like location and language for each ad group, rather than for each campaign. Bing also allows more precise device targeting, letting you set different bids for different types of devices. It also lets you choose which search partners you want to work with and it makes it easier to leave out variations of your search terms in order to create a more focussed campaign.

**And one little side note...**

Oh and on one little side note? Bing is much better looking than Google. Those daily features images really give Bing a relaxing and modern feeling and the animated ones in particular can actually be reason enough in some cases to head on over to the site.

Surely it's worth showing Microsoft some love for that...



# CHAPTER 3

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HOW BING ADS (AND PPC) WORK

## Chapter 3: How Bing Ads (And PPC) Work

At the most basic level, Bing Ads work like Google AdWords. So if you're familiar with the concept of PPC in general, you can probably skip over some of this chapter.

Still here? Then let's quickly recap.

Essentially, PPC ads are 'Pay Per Click' ads. That means that you will literally be paying *per click* – paying for each person who clicks on one of your adverts. The reason that this is such good news is that you will never pay anything for a campaign that was a complete failure. If you create an advertising campaign for Bing and not one person looks at it, then it will cost you literally nothing.

What this also means is that you can precisely calculate the cost of each visitor to your site. This is important because you can then use that information to calculate how much each customer is worth and thereby start making very accurate projections about your earnings/identifying the best ways to spend your money.

So the next logical question is how *much* you're going to spend on each click. And the good news is that you get to choose this. You get to choose your maximum spend and you also get to choose your budget for the day.

First, you define your CPC or 'Cost Per Click' which is going to be the maximum amount of money you are willing to spend for each new visitor. You'll probably want to keep this fairly low – the most that brands will generally tend to spend is up to \$2 but even that is unusual. Generally though, you'll want to set this a bit lower and your average will probably come in around 10-20cents.

The next thing to do is to set your daily budget. Once the accumulated clicks you've received reach this amount, they will then stop and you won't spend any more money. So in theory, if you set your CPC to 20 cents and you set your daily spend to \$20, that should mean you get 100 visits to your site for that amount.

But things get a *little* more complicated seeing as you don't tend to spend the full amount of your CPC. That's because there's a bidding system that takes place which means you'll offer spend a lot less.

The way this works is simple: if there are two or more adverts both competing for the same space on Bing, then they will enter into a 'bidding war'. The ad with the highest CPC will be the one that wins and gets shown but the owner of that ad will only be charged the minimum amount that it needed to win. The easiest way to understand this is to think of it just like eBay – on eBay you can set your maximum bid but you'll only end up paying \$1 more than the next highest bidder. The same is true with most PPC campaigns and that's why you end up spending 33.5% less on Bing vs Google – because the lower amount of competition means that your CPC won't be as likely to get driven up.

And of course you also need to consider that your ads will be shown a lot to people who *don't* click. You don't pay anything for these ads but that doesn't mean they're worthless to you because you'll still be getting exposure and you'll still be building your brand!



## Targeting

The other thing that most PPC ad networks have in common is the ability to 'target' a specific demographic. This means that you can identify who your 'buyer persona' is and profile your ideal customer and from there, then target that person specifically with your adverts.

The way you do this with both Bing Ads and Google AdWords is by targeting search terms. When you pay for these ads, you are literally putting your adverts on the SERPs relating to particular search terms. You do this by choosing a keyword, or 'keyphrase', which is going to be the thing that you want people to search for in order to find your site.

So for example, if you were selling a hat, your 'keyphrase' would probably be 'buy hat online' or 'cheap hats' etc. This is now a *targeted* ad because it lets you advertise specifically

to people who are looking to buy the thing you have. That means they will fit within your target audience and actually, this makes them 'qualified leads'.

Another way this might work is by going the slightly longer-term route and focussing on search terms related to interests. You might have a site where you blog about fitness for example and sell supplements and training clothing. In this case, your keyword might be 'how to lose weight' or 'fitness articles'.

A good keyword is going to be one that is both popular with your specific target audience and that is not overly competitive. We'll look at this in more detail in the subsequent chapters.

### **Facebook Ads**

Rounding out the 'holy trinity' of PPC networks is Facebook Ads. Facebook Ads is similar to Google AdWords or Bing Ads in terms of being PPC but the difference is in where the ads are shown and how they are targeted.

As you might have guessed, Facebook Ads are shown on Facebook and will appear in the homefeed and sidebars while you are browsing. These then show ads that are once again targeted to the person using Facebook but the way this differs is that the ads are targeted based on information that the user has given Facebook – information such as their age, their sex, their marital status, their location and even their hobbies and interests.

This allows you to even more precisely target the right person but not necessarily at the right *time* when they're looking for products. When someone is browsing Facebook to catch up with their friends, they're more likely to just be frustrated to see adverts popping up.

With all this in mind, Facebook Ads is another useful platform to add to your campaign in *conjunction* with Bing and Google AdWords – just make sure you're using the right ads for the right location!



# CHAPTER 4

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## CREATING A GREAT PPC CAMPAIGN

## Chapter 4: Creating a Great PPC Campaign

As you can see then, PPC works a little bit different from ‘traditional’ advertising in magazines and on TV. You are no longer paying for a single advert and nor are you paying for exposure. Instead, you are paying directly for clicks and that means you need to think about things a little differently.

The first concept to make sure you understand, is that your aim is *not* necessarily to get as many clicks as possible. Traditional advertising campaigns will often focus on doing anything they can to get attention and encourage clicks. But seeing as you’re paying for each click, you can actually reduce the amount you’re paying in total by reducing the amount of clicks you get.

Your objective is not to get as many **people** as possible to your website.

Your objective is to get as many **customers** as possible to your website.

In other words, you need to get traffic that is going to convert and you actually want to *dissuade* all other people from clicking on your ads wherever possible.

If you pay for 100 clicks and 99 of those pay for your product, then you can consider that a highly effective marketing campaign. Conversely, if you pay for 2,000 clicks and 300 of those people buy – it’s actually not been as successful because you will have spent more.



### PPC and Your Business Model – Selecting Your Budget

What this essentially tells us is that the bottom line is by far the best way to gauge your success. A good PPC campaign is not one that gets seen a lot, not one that gets clicked a lot...

**A good PPC campaign is one that EARNs a lot!**



That means it is impossible to separate your PPC strategy from your general business model. And it makes it very important to think about your budget, your costs and your profit margins whenever you set up a campaign.

So start by thinking about the profits for whatever it is you're selling from your site. If you're selling lots of products, this might mean working out an average profit you make from those products. Otherwise, if you're linking to a 'sales page' and predominantly selling just one product, then it will mean thinking about how much you make from that one item.

First, that means calculating your CoGS – this is 'cost of goods sold' and it tells you how much it costs you to *make* each of your products. Let's say that you sell phone cases – this will mean paying for the materials, the manufacturing, the delivery and the storage. Then you have to *minus* these overheads from the amount you charge for each item. What you're left with is your profit margin. The great thing about digital products like ebooks or online courses (which is what a lot of website owners sell), is that you have zero overheads and that means that you'll make 100% profit on each sale. An ebook that you sell for \$30 will give you a \$30 profit.

That said, ebooks appeal to a smaller audience when compared with physical items and thereby you can expect to have a smaller conversion rate. Which is the next point...

So here, you need to calculate how many visitors on average buy your products from you. This means looking at your 'conversion rate'. If you have 1,000 visitors a day and one sale, then that means you have a .1% conversion rate. If you make 10 sales for every 1,000, then that means that you now have a 1% conversion rate.

This can then tell you how much you're earning in a day. For example, if you have 1,000 visitors a day, a 1% conversion rate and a product that earns you \$20, then you will earn \$20. That also means that you can work out how much you are going to be *able* to earn if you increase your visitors. If you could double your visitors, you *should* make \$20 on average. If you can multiply them by ten, then you *should* make \$200 on average.

More importantly for your Bing Ads though, this also tells you how much *each visitor* is worth to you. If 1,000 visitors = \$30, then that means that each visitor is worth...

3cents.

## Learning Your Figures

3cents isn't a lot of money and that's why it is so important that you think about this *before* you create an advertising campaign. Because if you were to go ahead with these numbers and start paying \$1 per click, you'd end up losing a lot of money!

Working out your numbers first is what will allow you to ensure you're making a good profit.

But what you might find, is that you need to tweak some things before you get started.

For instance, you can increase the asking price for your products and thereby increase your profits to 5cents or 10cents. Better yet, you should focus on improving your conversion rates by improving the quality/desirability of your product and by improving your persuasive writing so that people who land on your site will be overcome with the powerful desire to buy your products!

If you can do this, then maybe you'll be able to increase your conversion rate to 5%, thereby increasing the value of each customer by five times that amount.

Now comes the good part: if you set your CPC to this number – the amount that each visitor is worth to you – then you literally cannot fail. Your clicks *will* now result in profits and the more you raise your budget, the more profit you'll make. You are spending less *per click* than each visitor is worth to you!



## Designing Your Ads

Except that isn't quite how this is going to work.

Because actually (here comes the good part), it's going to work *better* than that!

That's because the people currently on your website are all people who got there through... well *all kinds* of different means. These are people who found you on social media, who

typed your address in by accident, who found you on Google, who were recommended by a friend...

And that means they're going to be variably targeted. Some of those people will have zero interest in your products.

And *that* is why it is so important that you think about targeting the right kind of user in your adverts. And that's *also* why we're not trying to simply get as many visitors as possible. As mentioned, it's actually more important that we get lots of the *right* users and that we put off people who aren't likely to want to buy.

Your objective then is to make sure that the way you design your ads is only going to appeal to potential customers. That means that your text shouldn't read:

'Click Here for the AMAZING Secret to Losing Weight!'

Rather, it should read:

'Click Here for a \$30 Ebook that Will Make You Lose Weight FAST!'

Or

'The Secret to Weight Loss, Just \$30!'

What this then does is to prevent anyone not looking to spend money from clicking your ad. We don't want those people because they are costing us money.

But someone who knows the price up-front and is still willing to click is very likely to want your book. Assuming you can then convince them that your product is what they're looking for and is good value for money, you'll be able to walk away with a sale.

Now think about how much higher conversion rates will be for people who clicked this ad, versus people who just stumbled onto your site.

## Choosing Your Keywords



### Choosing Your Keywords

You can further target your customers by placing your adverts on the right keywords and keyphrases. This is a BIG part of PPC campaigns and it's very much worth doing your research here. Again, you need to make sure that your keywords are the things that the right people are going to be searching for.

At the same time though, you also need to keep your competition *low* so that the average CPC will be as low as possible. If you try and rank for 'Hotels' then you're going to be going up against thousands of other businesses, some of which will have near-infinite resources. How do you like the sounds of competing with Expedia, AirBnB, Hotels.com and the rest? They can afford to offer \$1, \$2 or \$5 per click and you just won't be able to keep up.

But use a keyword that is popular but not overpopulated – like 'Quirky Hotel Santa Monica' or 'Romantic Getaway in Bournemouth' and you're going to be paying less *and* targeting a more specific type of customer (meaning you can use a more specific and tailored landing page for them, focussed on the area and the type of experience!).

How do you find a keyword that is popular, directly targeted but not overcrowded? Simple: you use Bing's own 'Keyword Tool' which can be found here:

<http://www.bing.com/toolbox/keywords>.

This will let you search different keywords and will then show you the amount of people searching for that term in the date range you specify. You can look at how many times a term appeared in search over the last 6 months for example. If something came up 50,000 times, then that's a fairly good keyword that will *potentially* be able to grab you up to 50,000 visitors. But if the search term came up 100 times, then it's a lot less useful to you!

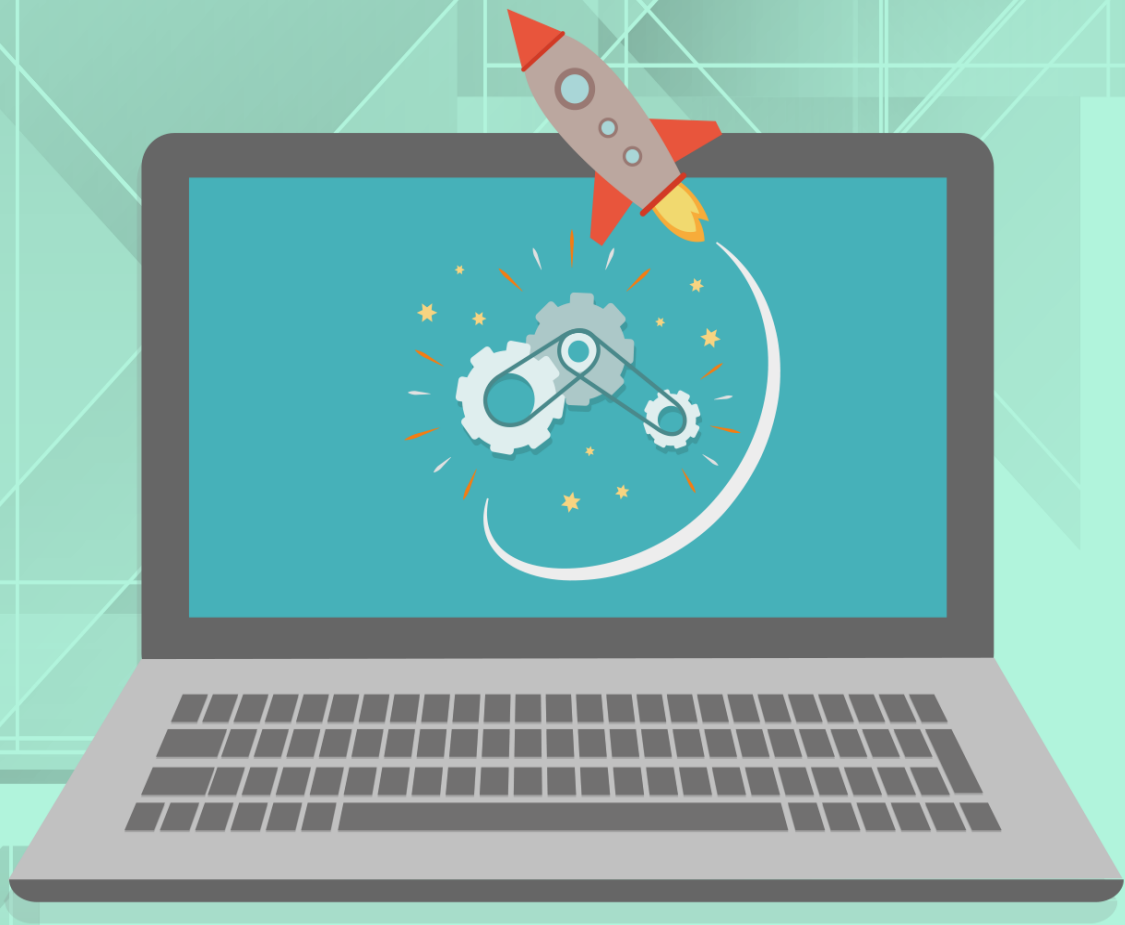
Note that Google also has a keyword tool called its 'Keyword Planner'. You can use this in just the same way as you would use Bing's own keyword tool and it doesn't really matter that it's from Google – people tend to search the same things on both engines. You can find this one here: <https://adwords.google.co.uk/KeywordPlanner>.

Finally, another tip is to look at your site metrics and identify who is currently coming to your website. If you have Google Analytics set up correctly, then you'll be able to find out which visitors are buying from you and what they typed in in order to get there. In other words, it might be that certain search terms result in more sales ('goals' in Google parlance) and you can then decide to target that keyword with your Google and Bing ads.

### **Customer Lifetime Value and Watching Metrics**

Finally, another mitigating factor is the small matter of 'CLV'. Customer Lifetime Value refers to the fact that just because a visitor doesn't put down their cash right away, that doesn't mean they aren't worth anything to you. In fact, if they sign up for your mailing list and then become life-long fans, they could ultimately end up being worth *more* to you!

For this reason, the only way to really be sure if your Bing Ads are working for you is to watch your metrics very closely. This means looking at how many visitors you are getting, where they are coming from and how your sales increase as you spend. The more data you track, the more profitable any PPC campaign will be.



# CHAPTER 5

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**GETTING STARTED WITH BING ADS**

## Chapter 5: Getting Started With Bing Ads

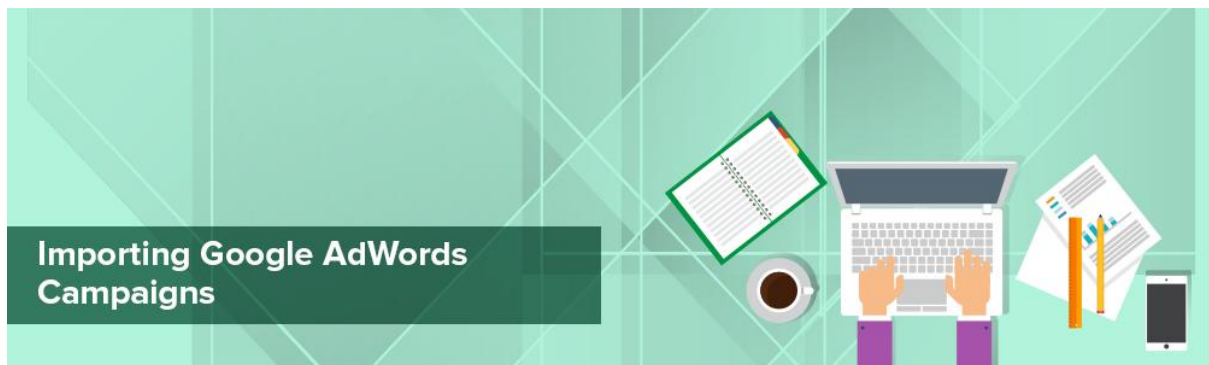
So now you know precisely what Bing Ads is, why it matters and how it works. You also know how to create a PPC campaign generally and you know how to select the right keywords etc.

What's left?

Oh yes, actually getting started and creating some ad campaigns!

And with that in mind, let's launch straight into setting up some campaigns and doing a tour around Bing's options and tools...

Before we get started, I am going to assume that you a) have set up a Bing Ads account by going here: <https://secure.bingads.microsoft.com/> (you can use your existing Microsoft account) and b) you have chosen your keywords using the advice in the previous chapter.



### Importing Google AdWords Campaigns

Here's the good news – if you already have a Google AdWords campaign set up, then getting that campaign to work on Bing is as simple as importing it from there to your site. Doing this is easy. First, head over to the link on the far right that reads 'Import Campaigns'.

Now click 'Sign in to Google' and then enter your name and password. On the next page, you'll be given the opportunity to select the AdWords campaigns that you want to import. Choose them and then click 'Continue'. Now, under Bing Ads Account & Import Options, you'll just need to add a few more settings that are unique to Bing. That means:

- Choosing the Bing Ads account you want to import to

- Choosing the right time zone (remember that Bing allows more flexibility in this department)
- Choosing the appropriate options under ‘What to Import’
- Choosing the options you want for your bids and budget

Now just click import and you’re done!

Remember we said earlier that the best way to handle Bing Ads was to use them *on top* of a Google AdWords campaign. This is why it makes a lot of sense to simply import an existing AdWords campaign into your Bing account. It couldn’t be simpler!



### Setting Up a New Campaign

But if you don’t have a Google AdWords campaign or you want to try something different on Bing (this is a good place to experiment with different strategies!), then you’ll want to click ‘Campaigns’ and then ‘Create a Campaign’.

Now you can choose between ‘Search & Content Campaigns’ which will display regular search ads, or ‘Product Ad Campaigns’ which will show products with images in your search ads. You’ll be asked to give your campaign a name, to select your time zone, to set your budget (which can be daily, weekly, monthly etc.), to choose a location and to set a language. You can also choose whether you want to show your ads in all locations, or whether you want to show your ads only in specific locations. You can also target people searching for information *about* your location from elsewhere – for instance that might be someone looking up hotels or amenities in an area they intend to visit!

Now you’ll have to write your ads. To do this, you choose your type of ad and then give it a headline. Remember what we discussed earlier – this headline is *not* designed to get the maximum number of clicks but rather to get the *right kind* of clicks. You’ll then want to write



your ad text, which will let you use a little more detail. Underneath this will be your display URL and destination URL. You might choose a root domain for your display URL if your destination URL uses a long permalink.

- Headlines are 25 characters
- Ad text is 71 characters

On the next page is where you'll be given the option to choose your keywords, set keyword bids and then verify 'activation' (meaning you set the method of payment and also click that you want the ads to go live). Refer to the last chapter for more on selecting the right keywords.

On the next page, you'll be able to choose your bid for *each* keyword. So you might decide that some keywords are worth more to you than others. This is very good news because it means you can pay very little for those more obscure keywords that would only get you a few clicks but that likely wouldn't be very expensive due to a lack of competition.



### Managing and Tracking Campaigns

The (more) good news is that you can tweak and manage your campaign subsequently after it has gone live as you would expect. This means that you can see how it is performing and then see how they are working for you. You'll be able to find some more advanced settings here too, such as negative keywords and dynamic keywords. We'll look at these options in more detail in the next chapter.

For now though, we want to focus on the other most important aspect of running your Bing ads campaigns – which is tracking the success of your adverts!

In this case, that is going to mean looking at how your ads are performing for you. And there are some really great advanced features here that actually go a bit and above what you would have access to with AdWords.

We'll delve into these in more detail in the next chapter. But for now, make sure you are watching your basic metrics like a hawk. Just click 'Standard Reports' and then select any one of the 18 different performance reports to get your statistics. You'll be able to see things like your average CPC (cost per click), CPM (cost per impression), CTR (click through rate) and more!

**The Massive Opportunity You  
Can't Afford to Miss**



# CHAPTER 6

## ADVANCED BING ADS

## Chapter 6: Advanced Bing Ads

There are numerous advanced features and options you can tweak in order to get the very most out of your ads and these can make a big difference to your campaigns and your profits.

For example...

### **Negative Keywords**

Negative keywords allow you to add keywords you want to ensure *don't* bring up your ads. Normally, Bing and Google will show your ads based on very similar keywords (though Google does this more than Bing) meaning that if your keyword is 'Fitness Books', you might find your ad showing up on 'Free Fitness Books'.

The only problem? Someone searching for a free fitness book probably doesn't want to pay \$20 for a fitness book! So in this case, it would be pertinent to make 'Free' a negative keyword so that people looking for free things are excluded from your campaign.

### **Dynamic Keywords**

Dynamic keyword insertion allows you to automatically insert your keywords into your ad's title or text. This means that, for example, you could make it so that people find whatever product they searched for 'for sale'. If they search 'Hats', then you might show them 'Buy Hats Online'.

### **Ad Extensions**

Another neat feature of Bing is the ability to add 'Ad Extensions'. This will allow you to add things like links to your site, locations on a map or a 'click to call' button. An ad extension means for example that you could get your customers to call you right from the Bing search results on their mobile. The sitelink is used to link people into deeper pages of your site – such as specific item listings in your store for example.

### **Target Customers**

Targeting allows you to even more specifically target the type of person you want to for your ads.

By clicking 'Advanced Targeting Options', you'll be given the option to select your viewers by their genders and ages (based on their Microsoft accounts), by the device they're on (if you're selling an app, you may want to target mobile devices) and by schedule. Schedule is important because it means you can avoid wasting money showing ads at 3am in your local area. This also means you can get even sneakier and for example show ads only later in the evening. As it gets later and we become tired, we actually become *more impulsive* and thus more likely to click 'buy' on an advert!



### Setting Up Goals

For example, you can use Bing Ads to set up goals and then see how customers are interacting with those goals. You may recall that we discussed goals earlier in the context of Google Analytics. We also discussed how you could use these to identify the best keywords for your ad campaigns...

Well, once you have your ad campaign set up, you can actually integrate your ads *directly* with your goals. This is a MUCH more valuable metric than simply your average CTR (click through rates), although that is still a useful measure.

To set up goals, go to your campaigns and then click 'Shared Library'. Then click 'Goals' from the left hand menu and 'Create Goal'. You'll be given some straightforward on-screen instructions to follow and you can then assign a 'tag name' and 'tag description' for the goal which will help you to track it. Simply click to save your goal and you'll then be given your 'Bing Ads Tag' which you'll need to put on your goal page. This will likely mean putting the goal on your checkout page, on a 'thank you page' or perhaps on a page you want people to see. You can do this by clicking 'View Tag Script', copying and pasting the script and then pasting it somewhere on the appropriate page.

Once you've done this, you'll then be able to see how your ads are performing in terms of helping you to get the results you're looking for – i.e. sales. This in turn will allow you to see which ads you should be spending more or less on and whether or not you're actually getting ROI from them. This will eventually allow you to calculate a specific CPA or 'Cost Per Action' which means you are finding out more precisely how much it is costing you to make sales or get subscribers.

### **More Tracking and Metrics**

You'll also be able to do a lot more tracking for your ads and looking around the dashboard will help you to find all kinds of useful options.

For example, you'll be able to find your 'Quality Score' for your ads by looking on the campaigns page. This gives you a score from 0-10 that will show you how your ad is performing. You'll learn how high your CTR is compared with other CTRs for similar campaigns targeting the same traffic. Anything about 7 is considered 'very competitive'. 6 is competitive and anything below is 'underperforming'. If you have a blank dash where your score should be, it means that Bing doesn't yet have enough information.

Based on the success of your ads, you can then head over to 'Bid Adjustments' which does what it says on the tin and allows you to tweak your ads so that you are paying more or less per click.



# CHAPTER 7

## WHY SEO FOR BING MATTERS

## Chapter 7: Why SEO for Bing Matters

So now you know how to run a Bing ads campaign and you know why you *should* be running a Bing ads campaign more important.

But this doesn't mean you're done with Bing. Not by a long shot – because you can still get more out of it by thinking about SEO as well. SEO for Bing has all the same benefits over SEO for Google that Bing Ads does over AdWords. That means:

- Less competition
- Slightly different market
- 20-30% of the market share

And a lot of those people will know all these things and still not do anything about it.

Which might leave you asking why not?

Well there is one more thing to consider here; and that's just how different Google and Bing really are.

Because the assumption is that you can probably focus on SEO for Google and then rest assured that you'll gain more exposure on Bing too. So you can put your time and effort into the biggest search engine and know that it's probably helping out on Bing too.

As Google still has the bigger market share, that should still be the priority. It just doesn't make sense turn it on its head.

So does that argument hold water? Just how different are Google and Bing anyway?

Well, it's certainly true that a lot of your SEO practices are going to remain the same on Google and Bing.

Both Google and Bing have the same end goal. That end goal is to supply their users with beautifully made, high quality content. Thus they will use similar means to achieve these ends. Both look for sites with lots of backlinks, both as a way to find them and as a way to learn what they're about and whether they're held in high regard.



Likewise, both will analyse the text on a site and look for the use of keywords. Thus, writing content and building links are both activities that you should be doing no matter which search engine you have in your sites.

But there are certainly some differences too.

So here is the thing: you don't have to 'focus' on Bing at all. No one is asking you to ditch your efforts on Google, that wouldn't be a smart business move. But if you understand how Bing works, then you can do a little of both. You can add in a few techniques that you know will help your Bing ranking, or you can occasionally write a post for Bing. This is just stuff that you should know...

So let's make sure you know it...



## **An Introduction to SEO**

Before we look at SEO for Bing specifically, it makes sense to first look at SEO generally. Just what is SEO, how does it work and what does it involve from a marketing perspective?

Essentially, SEO means that you're building your site up to show up in search results (the aforementioned SERPs). This is what we call an 'organic result' – it gets the same overall effect as targeting a specific keyword with a Bing Ad, except you aren't paying for it. Of course this also makes it less guaranteed in that it might not work – SEO is a lengthy process that is based a fair bit on luck!

Essentially, SEO is performed by adding lots of great content to your website so that Google and Bing can identify the topic of your site and know which searches to show your links for. This content needs to be well written so that it will look better 'quality' than content from other sites. At the same time, it should use subtly inserted keywords throughout the text, the headers and the HTML tags so that the search engines can index it for the keyword

you're targeting. Don't overdo this though or you'll get penalized. Meanwhile, you should also think about using subtle

The other main ingredient for a successful campaign is your backlinks profile. This refers to all the links all around the wide web that are pointing at your site. These are good for you because Google and Bing consider them references – if a big site is willing to link to you, then it suggests that you must be a serious site in your own right. This is another reason it's important to right *high quality* content and it's a reason that you need to think about the quality of your links as much as the quantity.

At the same time, having in-bound links is important because it helps Google and Bing to find you in the first place. Both search engines use 'robots' (small scripts) that search the web by following links. Once you're indexed, you'll be checked regularly. Until then though, you're relying on links!

### **Why Bing Ads and SEO Are a Match Made in Heaven**

Combining PPC with SEO is a match made in heaven for a number of reasons.

For starters, gaining more traffic for your site is always going to increase your visibility in the SERPs organically because it will mean more people see your site and hopefully share it with others – thereby linking to you. This then improves your organic backlinks profile and helps you to climb the ranks.

At the same time, using PPC allows you to 'test out' a particular keyword and see how it is likely to work for you and bring in more customers (or not). This then can show you which keywords are worth putting in the work to try and rank organically for. Likewise, this also works in reverse as we discussed earlier – you can see how your organic results are working for you and which ones are helping you to get actual customers. Then from there, you can see which keywords are worth spending money on!

You can also use a combination of both PPC and SEO in order to cover a wider spread of keywords, thereby bringing more people to your site!



# CHAPTER 8

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YOUR MASTER GUIDE TO SEO FOR BING

## Chapter 8: Your Master Guide to SEO for Bing

Internet marketers, meet Bing.

Bing, meet internet marketers.

Right, with the introduction out the way, let's get you two acquainted...



### Point #1 – Bing Likes to Take Things Literally

Bing is a little bit like that slightly slow friend that you had in school who didn't really understand jokes. Or to put it another way: as an AI, Bing is probably somewhere on the spectrum.

Yes, taking things too literally is one of the most common criticisms levelled at Bing and that's because it has a tendency to simply look for exact matches in the content. If you search for 'I like to eat steak', then Bing will look for websites that have that phrase or something similar somewhere in their text:

On the other hand, Google just looks for content about steak and about people who like to eat steak:

In this way, Google shows a little more understanding and has more ability to read between the lines. Not that this is always a good thing mind. Sometimes Google's second guessing can actually be a bit irritating and can lead to results that aren't directly related to what you're looking for. If you ask a question for instance, then Bing will be more likely to break up a page where someone else has asked that same question. And this can be very useful!

But what it means for you, is that it's still worth using some keywords. Whereas Google is much more about 'latent semantic indexing' and writing 'around the subject', perhaps using

some long-tail keywords – Bing will still reward you for including the basic keywords you’re trying to rank for. So try and do a little of both.

You’ll want to use a slightly lower link density than you used to if you want to avoid being penalized for spamming by Google – but you should still include some keywords in there for Bing!



## Point #2 – User Engagement Matters

### Point #2 – User Engagement Matters

Something that Google and Bing can agree on is that user engagement matters.

Except Bing is even more explicit about this if anything and has even coined a phrase to describe it the activity they want to avoid: pogo sticking.

There will be none of this, thank you very much!

Pogo sticking is when a website jumps from one result, clicks back and then clicks on another. This is what they want to avoid so if you want Bing to love you, you need to prevent your visitors from wanting to click back. This means you need to grab attention early on and it means that you need to think about your page speed, your design etc.



## Point #3 – And So Do Click Through Rates

### **Point #3 – And So Do Click Through Rates**

Another similar factor that Bing also takes seriously is CTR – Click Through Rate. In other words, how many people click on your link.

So if they keep showing your website in their SERPs but no one ever clicks on it, then this suggests that your site doesn't look very interesting. All it's doing is cluttering up the page and taking up space that another site could make better use of!

This is quite a clever way for Bing to check that the results coming up are relevant – or that they seem relevant in the eyes of its visitors.

This is interesting because it's not something that Google talks about a lot. And improving your CTR is going to involve a rather different process compared with the SEO practices you're probably used to! What improves CTR? Many things – but of course the title and meta description are going to be right up there.

Think about what will be interesting for someone who is searching for the keyphrase that you're trying to rank for. Make sure that there is a direct connection here and have all signals pointing to the same topic.

And learn how to write engaging titles and descriptions!



### **Point #4 – Social Signals Are Big on Bing**

There is some debate still as to the role of social signals on Google, even now.

We know for a fact that getting +1s on Google+ will improve your Google ranking but whether the same is true for Facebook Likes is less certain. And if Facebook was central to Google's strategy, then you might ask why BuzzFeed isn't the number one result for every search...

But Bing has gone on record as saying that social signals do matter to them and this means that you should definitely include social media marketing as a big part of your marketing strategy.



### **Point #5 – Crawl Depth**

Going back to your site content and keywords for a moment, it's also interesting to consider the difference in crawl depth for Google versus Bing. Reportedly, Bing only crawls around the first 100kb of a web page, unlike Google which will read your whole site.

This then means that you should aim to include your keywords more heavily in the first portion of your content compared with the rest.

And actually this makes a lot of sense for Google too – for different reasons.

Google actually looks at certain key points within your content as being more important as indicators than others. The first paragraph is one section that is given extra importance, as is the last paragraph and as are the headings.

And by increasing the keyword density in the first paragraph, you can send the right signals to Bing without getting too spammy with keywords for Google. Everyone wins!

This also introduces some other interesting points though too.

For instance, a lot of people will rely on site maps in order to help search engines index their site. This is one page that links to every other page on that domain – and it means that once the site map is indexed, Google knows where to find all future content you add.

But this won't work for Bing if it's only reading the top segment of the page!

If you want a site map to work for Bing, then you need to ensure that you put the pages you most want to be found right at the top.

And if you're adding new content, then you want to make sure that new content goes at the top of any list, rather than at the bottom.



#### **Point #6 – Respect Your Elder (Content)**

Bing believes in golden oldies. In other words, it believes that an older domain is likely more authoritative than a newer domain. So if you have a page that has been around for a long time, you'll find that it gradually climbs up the rankings.

This is one thing that has personally always put me off about Bing. Most of the research I do requires up-to-date and current answers and that means I can't make do with posts from 2012. When I search on Bing, I'm often left wondering if anything I'm reading is relevant anymore.

This is personal preference though. As far as SEO goes, it's actually a good thing.

Why? Because it means that Google is going to like fresh content and Bing will give it some love as it starts to fade.

But do bear in mind that both Bing and Google prefer older domains.





## And Now for Some Rapid Fire Differences...

Of course there are way more differences than we have space to go into in detail, so let's take a look at some rapid fire differences to finish off...

- Bing likes keyword domains more, Google prefers brand-name domain
- Bing takes site authority very important – it likes editorial content, older domains and established organizations
- PageRank is less relevant for Google these days – it has never been relevant for Google
- Bing likes content to closely linked to a site homepage and it likes breadcrumbs

Another thing to take some time to learn about is Bing's 'Spam Filter'. This is how Bing decides whether or not to penalize sites that show up on its SERPs, so you need to make sure that you observe the rules Bing recommends.

This means:

- Being careful about your outbound links – only link to clean sites
- Don't trade links
- Use Bing's Webmaster Tools to find out if your site has been blocked

That's right! Bing has a 'Webmaster Tools' just like Google does and it's just as useful/invaluable for marketers. You can find this at [www.bing.com/toolbox/webmaster](http://www.bing.com/toolbox/webmaster).

## Bing SEO – The Next Steps

As The Alan Parson's Project sang, 'where do we go from here?'

Now you have lots of information about why Bing SEO matters, how it works and how it is different from Google. But you also know that you need to keep on focussing on Google. So what's the best way to proceed?

Well, exactly as we said earlier.

For the most part, you're not going to do anything that differently. But you may want to consider including a few more keywords in your opening paragraphs. Maybe you show a little more love to your legacy content. Perhaps you reorganize your site map...

Oh and definitely think about your titles, your meta descriptions and how these factors will impact on your CTR.

And in doing all that, you'll be throwing Bing the occasional bone that will help you to succeed a little bit more on the second biggest search engine in the world.

This will help you start tapping into that 30% market share that little bit more and hopefully improving your number of visitors.

And if the Googlepocalypse ever does come, at least you'll have a backup site that will still be bringing you fresh visitors and helping you to run your business.

And then everyone else will find themselves wishing that they'd paid just a little more attention to old number 2!

And one last thing... Why not go and take a look at your current rankings on Bing right now. If you haven't looked before then it might surprise you just how similar, or different, the results are!



# CHAPTER 9

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**EXTRA TIPS AND TECHNIQUES FOR  
BETTER SUCCESS**

## Chapter 9: Extra Tips and Techniques for Better Success

At this point, you should now have a solid idea of what Bing Ads are, how they work and most importantly: how you can get them to work for *you*. But there is more to creating a successful campaign and you'll find that the more you work at it, the more you learn and the more you can keep honing your strategy to create better and better ROI.

Here are some more tips and tools to help you do that.



### Bing Webmaster Tools and More Utilities

Bing Webmaster tools is an immensely useful tool for monitoring both your PPC progress and your SEO on Bing.

To get started, just head over to [www.bing.com/webmaster](http://www.bing.com/webmaster) and sign in with your Microsoft Account (the one that you use to log in to Windows). From there, you can then add your website by putting it in the box and clicking 'Add'.

On the next page, you'll be prompted to add some details about yourself (name, company name etc.) and then will be asked to place an XML file on your server to help Bing keep track of your site. This will then allow you to find out how your site is performing in searches and you can combine this with your PPC metrics to get a more complete picture of your overall progress, hits etc.

Another useful tool that Bing offers is its 'SEO Analyzer'. This is a tool that you can use to look at the SEO on your page (on-site SEO is also very important, meaning things like your use of keywords and your general coding practices). This analyse 15 different metrics such

as your <h1> tags, meta data and more. You can find it here:

<http://www.bing.com/toolbox/seo-analyzer>.



### **Some Tips to Improve Your Ad Position**

Want to bring your ads further up the SERPs? Here are some tips fresh from Bing's own site...

- Increase your ad relevance – The more directly relevant your keywords are to your landing page, the more likely Bing is to show your ads high up
- Bing goes on to suggest that you try to avoid gimmicks on your landing page and to be upfront with an interesting and clear product. This will help your conversion rate too, so it's very much worthwhile.
- Showcase specific content and talking to your customers 'in their language' to create what Bing will see as effective ads.
- Increase your bid – of course the higher your bid, the better your chances will be of ranking high up in the SERPs.

And here's one not from the site:

- Improve your Twitter followers... Bing has a close connection with Twitter and this has allowed a feature where it can show the number of followers you have on Twitter next to your ads. This is called a 'social extension' and it's another place where Bing beats AdWords.



# CHAPTER 10

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## CONCLUSION

## Chapter 10: Conclusion

When all is said and done, the best way to learn how to make the most of Bing is simply to learn on the job. Watch your metrics over time and tweak your approach accordingly.

However, all the information in this book will ensure that you're in the best position to start an effective PPC campaign generally and an effective *Bing* campaign specifically. The key is to look at the end result and your ROI, as opposed to just trying to get the maximum number of clicks possible. At the same time, you need to think about setting up goals and being as precise as you can with your keywords and your descriptions.

The other big tip? Invest in Bing. Bing might not be as big as Google but that's actually its advantage – you'll pay less and get seen *more*, meaning that you can bring many more visitors to your site without directly competing with the biggest players in your niche. At the same time, this way, you can give yourself a boost and start to grow your audience even with less of a budget in the bank.

Then you can benefit from the surprisingly impressive unique features of Bing, including more advanced targeting, tracking and more.

And if there ever is a Googlepocalypse, you'll be laughing!