



DON REID

PRESENTS

BING ADS NINJA



**Your Complete Guide to
success with Bing Ads **Ninja****

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Chapter 1:

An introduction to Bing Ads

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Any campaign to promote a brand online would be inadequate if you are not using PPC as part of your campaigns. PPC is an acronym for 'Pay Per Click' and means that you only have to pay each time your ad is clicked on by a user. For numerous reasons, which we will explore in detail later, PPC is always a sure bet when looking to generate the right traffic that delivers results time and time again.

Marketers enjoy the control that a PPC advertising campaign affords to them. No more runaway advertising budgets and unsegmented customer clicks. With PPC, you can operate your campaign with precision. Your ticket on-board would be to start with a business plan which has the profile of your target demographic, profit margins, advertising budget and keyword search.

According to research conducted by Marin Software, the [State of Shopping Ads: 2016 Cross Channel Marketing Report](#), there has been a steady overall increase in shopping ad spend over the past two years. This increase from 18 to 28% is attributed partially to the inclusion of Bing Shopping Campaigns.

New marketers automatically gravitate towards Google AdWords to start their PPC campaign. This is because Google AdWords command the largest share of the PPC market. This is changing however, as more and more people realise that Google AdWords is more expensive than other platforms which are similar like Bing.

In this book, you will find out why marketers who focus only on Google AdWords are making a crucial mistake. Google AdWords is more expensive, more competitive and lacks the precision that Bing user enjoy.

Bing users enjoy the benefit of a clever 'back door' approach to PPC. They are able to avoid direct competition with their bigger competitors in the field and are able to reach an entirely different market segment, which is not accessible on the Google AdWords platform. 25% of Bing searchers are exclusive to the Bing network. Surprisingly Bing users also benefit from increased rankings on Google as a result of using Bing PPC.

Join us, as we explore the differences between Google AdWords and Bing in this book. You will learn how to become a PPC pro through our step by step explanations for creating successful PPC campaigns, whether you use Google or Bing, as part of an overall comprehensive business plan.

You will also learn why it is important that you start learning about the value that Bing provides for your PPC campaign. Lastly, we will show you how to navigate Bing like a pro, tapping into the more advanced features and functionalities, including more advanced targeting and tracking features.



Chapter 2:

Why It's time to Wake up to Bing Ads

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It is time to wake up to the advantages of Bing, whether you are just going to participate for the organic search rankings or whether you will also buy PPC. Although more marketers are more likely to use Google for search engine optimization, an increasing number of users are choosing Bing and Yahoo.

Bing has more than 20% of the search engine market share. Add Yahoo's 10% of market share and that makes a whopping 30%. This is proof enough that the search engine race is not a one-horse race. 30% is almost half of Google's 64% odd share.

No marketer would be happy to let 30% of the market walk away. 30% more traffic could translate into 30% increase in customers with the resultant 30% increase in profits. This could increase your sales by almost one third.

Now consider the fact that Bing is already integrated into Windows 10. Windows 10 is the latest version of Microsoft Windows. It comes standard with Bing ingrained into the system. Microsoft has announced that Windows 10 is the last version of Windows ever. They said that they will not do a Windows overhaul again and have developed Windows 10 to adapt to version updates. As other users migrate to new computers, there will be more and more users coming on board to Windows 10. This is indicative of the staying power.

Cortana speaks to Bing

The default 'Edge Browser' has some cool tricks. Bing is the default search engine for this browser. In addition, Bing is the default search engine used by Cortana. Similar to Siri, Cortana is a digital assistant that lives on your

desktop. Let's say that you are busy on your desktop and would like to find out what the weather is like as you have to drive across town for your next meeting. You can simply ask Cortana the question and she will pull out the local weather forecast using Bing search.

Bing has transitioned to Android and iOS which increases access to the search engine. Even though a user may set Google as their default search engine, they will most likely still be making use of Bing on their desktop without realising it, if they are speaking to Cortana.

Just imagine your keyword phrase dominating Bing and a user asks Cortana where they can buy pizza. Cortana will search Bing and advise them of your store! This could be your website.

Similarly if a user owns an Xbox One. Forbes recently reported that there was in excess of 20 million sales of Xbox One's throughout the world. Standard issue with the Xbox One comes a number of home entertainment features which includes a browser that can be used while playing games or chatting on skype. No prize for guessing which search engine is embedded in the Xbox One.

Microsoft had hoped to sell 200 million Xbox One's and while the sales are nowhere near this mark, the company is getting great reviews in all other departments and are well placed at the moment. Examples of their successes are the Windows 10 brand as well as Microsoft brand and Surface line of hardware. HoloLens is new and creating quite a buzz. This is a piece of hardware that provides a 'mixed reality' functionality and is in essence a new form of computing. Again, the default search engine on these products will be Bing.

Google's dominance is not something cast in stone. A lot can happen to disrupt their dominance and result in them losing market share. Take the threats from Apple, repeatedly saying that they will ditch Google as their

default browser on their iPhone. If this happens Google will lose a lot of user traffic and resultant market share.

According to the market, rumours abound that Apple will drop the Google Maps program which runs on iOS in favour of a new Maps app. This app comes with an Apple backend which they are hoping would provide their clients with a cleaner, faster and more reliable service compared to Google. These are the types of risks marketers should consider before they decide to put all their eggs in the Google basket.

Bing creates big opportunities

The savvy web master or SEO marketer can regard Bing as virgin territory. This is because Bing is not as well-known and therefore not as many businesses use it for ranking purposes. Enter the rock star webmaster who can use keyword phrases and a host of other tools and techniques, which we will elaborate on further in this book, to get their brand to the top of the pile. With a little bit of background research you can find yourself a very big fish in a small pond less than half the size of Google's.

The same goes for PPC advertising using keyword phrases. It is much easier to scale to the top of the SERP's list and at a costs of 33.3% less than what you would pay at Google. 30% of traffic is just sitting ripe for the plucking.

What happens once you get to the top of Bing's rankings? Well it would certainly lead to more backlinks and more noise about your brand in forums and comments sections. Similarly your PPC ads will enjoy the same benefit. Your Google SERP's can also be boosted allowing you to increase your brand without directly challenging the bigger players in the Google pond. Admit it...which marketer wants to be swallowed up by these bigger players with their big ad spend on Google?

Google is often changing its policies and adopting different strategies. Don't put your strategy at risk by only using about 64% of available search traffic with Google.

Although this book is written about Bing ads, we do not intend to show any bias towards Bing here. We are going to show you why you should change to Bing but we are not going to encourage you to abandon your presence on Google. That would be crazy and counterproductive to establishing a well-rounded presence. Having set the scene for objectivity, there is still many reasons to continue with your Google AdWords campaign. About 64% of them!

Profile of the Microsoft/ Bing user

You should never lose site of the profile of the user traffic you want to attract to your website. Then think about the kind of person that is likely to be using Microsoft products. What is the profile of the Microsoft software suites and hardware? Well we know it is dominantly used by business. That is most of your CEOs and executives and other senior users all wrapped up in the Microsoft ecosystem waiting for you and your campaign. Is this your target market? If so, it is a very niche market and Bing should definitely be added to your marketing campaign arsenal.

Bing Ads possibly better than AdSense

Let us look at some of the reasons that Bing might be better for your ad campaign:

- Bing offers superior control over ad campaigns in many respects. You can have set campaigns for different time zones. Through access to sophisticated ad scheduling strategies, you can segment and target your demographic market much better. They do say that timing is everything. You spend all that money understanding your

demographic market- this product just allows you to use that intelligence in a targeted fashion.

- The location and language is also something you can set for different segments of your target groups. In addition, you will benefit from precise device targeting which lets you set a campaign for the different user of these devices. Your campaign has never been this focused.
- Bing is fun and has fun features. Users will want to visit again and again because of the happy relaxed imagery, a modern outlook and cool animation.



Chapter 3:

How Bing Ads (And PPC) Work

Chapter 3: How Bing Ads (And PPC) Work

Bing ads work like Google AdWords on a cellular level. If you are familiar with the concept of PPC maybe skipping some of these chapters might be best for you. We have designed it to take into account the novice user as well.

We have learnt that PPC ads are Pay Per Click ads and that this means that you will be paying per click that a user makes. Each click made on your advert by users, is regarded as a billable click. This means that you will never pay for a marketing campaign which fails to generate user interest.

So, if you launch a loser advertising campaign and nobody clicks on your advert, you will not pay anything as there are no user clicks. You will go back to the grindstone, with your marketing budget in hand and try and come up with a new kickass campaign.

No more run away marketing budgets anymore. You will be able to calculate the precise cost of each user to your site. Now you will know what each customer is worth by apportioning these costs. This allows for accurate projections about your earnings and will assist you to make decisions on best spend that gives you the best ROI.

How do you decide how much to spend on each click? Oh yes, you were probably not aware that you have complete control over how much you spend on each click. You are in control of your maximum spend and what you would like to set as your daily budget.

Some terminology is useful like CPC. This always impresses the Finance department. CPC means 'Cost Per Click' and will indicate the maximum amount that you are prepared to spend on each user who visits your site. At the start you will want to keep this low – on average most brands will spend \$2, you will want to go much lower about 10 to 20 cents. If you spend is \$20 dollars a day and you decide to spend 50 cents per user, it will mean that you get 40 visits per day.

There is a bidding system at play when you use PPC. This complicates how much you spend and often you will spend less than your budget for the same value. If there are two or more adverts which compete for the same advert space on Bing then the advertisers will bid against each other. The winner would be the ad with the highest CPC and their ad will be shown. However they will only be charged the minimum amount that they needed to win.

To make this simple we can compare it to the eBay site where you are allowed to set a maximum bid but you are never charged that amount. You will only pay \$1 above the second highest bidder. On average you pay 33.5% less on Bing than Google. This is because there is less competition on Bing and your CPC will not be driven up to the levels you find on Google.

Of course not all people who see your ad will click on the ad. The good news is that you don't pay for these views. This does not mean the view was worthless as the brand exposure still has value.

Targeting a specific demographic

Most PPC ad features will allow you to target your specific demographic. Once you identify your buyer profile, you can use the functionality to target your adverts. Both Google and Bing allow this through the use of targeted search terms. Your advert goes on SERP's in respect of each term.

A keyword phrase is chosen which will match with the keyword that users are most likely to search for in order to find your services or product. If you are selling shoes, your keyword will be 'cheap shoes' or 'shoes on sale' etc. You now have a targeted ad because your ad will only appear to the user who is specifically looking for your product. In marketing terms they are called a 'qualified lead' as they fit into your target audience.

An alternative approach to keyword search is to use phrases which focus on search terms related to interest. If you have a site where you blog about natural remedies and sell herbal products, your keywords might be 'natural cures' or 'alternative medicine'.

How do you choose a good keyword? The keyword you choose has to be a popular choice with your target audience and must not be one that is highly competitive and which is expensive. We have provided more information on this later in the book.

Facebook Ads

The 3 most popular ads are Google AdWords, Facebook ads and Bing ads for PPC traffic. You must try to understand the inner working of their algorithms to determine your fit. All three have differences about where the ad is shown and how they are targeted.

It is a well-known fact that Facebook ads are shown on Facebook and show on the homefeed and sidebars while users are browsing. The user provides Facebook with profile information and advertises on Facebook target users depending on this profile. Information like user age, sex, marital status, location, their special interest, likes, hobbies etc. build a nice user profile for marketers to target.

The targeting is superior because of the data access that Facebook artificial intelligence (AI) has access to. However the missing ingredient is that the user might not be looking for that product while they browsing Facebook. So the timing is somewhat off, unless you looking to create a need. Adverts popping up in your browsing history on Facebook can be super annoying. However the statistics on the amount of time people spend on Facebook has its benefits as a user is likely to be shopping online and have Facebook open at the same time, which can be an advantage.

We recommend that you consider the Facebook platform in addition to Google and Bing. You will need to ensure that your ad is targeting the right people on the right platform.



Chapter 4:

Creating a Great PPC Campaign

Chapter 4: Creating a Great PPC Campaign

With PPC you only pay for what you use which are the user clicks. This differs from traditional advertising for example in a magazine where you pay whether or not a user saw your advert. In fact there is never any scientific way to determine how many users actually saw your advert and how many interacted with it.

The aim of a PPC campaign is not to get as many click as possible. You are no longer in the traditional advertising space where you sought as many viewers as possible to increase your chance of reaching your target audience. PPC means that if your apply it correctly you will only be receiving clicks from your target audience. Quality over quantity is important as your target audience is more likely to convert from a click to a sale.

There are ways you can hone in on your targeting to reduce the number of clicks you receive to only those that meet your most important criteria.

Once again we emphasise that the objective is not to get as many people as possible to your website. Your objective should be to get as many customers as possible to your website. This means that you need to attract traffic that is most likely to convert to a sale and you want to stop all other users from clicking and increasing your ad spend.

So if you get 100 user clicks which you pay for and 99 people convert to a sale, you are running an incredibly effective campaign. Now back to the real world. We would then describe an ineffective campaign as a one that has a high number of clicks and a very poor conversion rate. You will have spent all that money on countless useless clicks.

Choosing your budget for PPC

Back to the old adage of the bottom line being the true measure of your success. This works very well within a PPC context. Your PPC campaign should be earning you a lot of money. It must be closely aligned with your general business strategy. Considerations like budget, your expenses, profits etc. must be tied closely in your PPC campaign.

Profit is an important consideration and your approach should differ based on whether you have many products or just selling one product. If you sell various products you will be looking at an average profit. However if you only sell one product it will be easier to determine because you only will have regard for the cost of that one item.

You will have to firstly calculate your CoGS which means your 'cost of goods of sale' where you will then get the cost you incur in producing each product. If you sell a cookbook you will cost in how much you paid to write, edit, design and publish the book. Once you have determined all your overheads you can deduct these from the amount you are charging for them. The remainder is your profit margin.

You must then look at your conversion rate. A simple calculation of how many visitors click compared to how many convert will establish your average conversion rate. If you have a daily count of 1000 and you sell to 100 users then you have a 10% conversion rate.

Using this data, you can establish how much you are earning per day. You can then work out how much you can earn if you increase your visitors to your site. The logic will be that you will experience the same average conversion rate. Bing will tell you how much each visitor is worth to you.

Using figures successfully

If a visitor is worth 3 cents it doesn't sound like a lot of money. It is important to know what a visitor is worth. If a visitor is worth a much higher amount and you are experiencing dwindling profit margins because of this high cost, it is time to put a break on your PPC campaign. You must do the number crunching otherwise you can lose a lot of money even though you may be getting the clicks and a good conversion rate.

Knowing your figures will allow you to tweak your campaign early in the day. One of the things you can do, is increase the price of your product and as a result increase your profits. Alternatively, you can focus on your site and the marketing to make your product more desirable to increase your conversion rate.

The ultimate goal is to spend less per click than what Bing tells you that your customer is worth to you.

Designing your ads

Visitors would approach your site from a number of different sources. Some through PPC and some through organic traffic. Some people will have zero interest in your product. It becomes important that your advert targets the right type of user to reduce the noise.

Your object is then to make certain that the manner in which you design your ad, makes your ad desirable to the right target audience. Your text should not be generic. If you have an advert saying 'click here for amazing winter recipes' you will get a lot of noisy traffic. You might want to go for something more specific like 'Carole King's new recipe book now for sale' or 'winter recipes only \$15 cookbook'.

This is an honest reflection of the product that you are selling and the type of traffic you want to end up on your site. People who cost you in PPC ad spend and don't convert must be diverted or dissuaded by your specific wording. If a person knows the price and still clicks he will likely convert. This is a qualified lead and now you have the job of convincing him of the desirability of your product and to click the buy button. So on average people who click your ad with specific wording will have a higher conversion rate.

How to choose keywords

The right keywords and keyphrases allow you to enhance your targeting. It represents a big part of the PPC campaign and you should pause and do your research properly on this. The trick is to achieve a close correlation between the keyword you choose and the search keyword that the buyers of your product will most likely use.

Juxtaposed with these requirements, is the requirement not to choose overly competitive keywords to avoid paying very high prices. You need to attain the lowest average CPC. Take a popular word like 'hotels' and if you then try and rank with that keyword, you will encounter thousands of businesses and your link will never see the light of day. There is a reason people say that the best place to hide a dead body is on page two of Google. That is because nobody goes there.

These competitors can afford to pay between \$1 and \$5 dollars per click and you will not afford to keep up with them. Go for a keyword or phrase that is not so popular like 'picturesque hotel' or 'romantic getaway in Maine'. You will pay less per click and at the same time be targeting a specific type of customer. This means you will be more specific and focused on them when they land on your page.

Keyword tools

Finding a keyword that is not over used but remains popular can be difficult. Bing has a search functionality which helps with finding keywords. Visit Bings own 'Keyword Tool' at <http://www.bing.com/toolbox/keywords>. It will allow you to search various keywords and give you information about how many people search for that term within the date range you have specified. Say you search to establish how often a particular word or phrase came up in a search in a six month period as an example and arrive at an answer of 100 000 times. From this data you can deduce that it is a good keyword that will receive a similar average click rate for the given time period in future. If the search only came up say a 100 times, it will be regarded as a less popular keyword and will not gain you a lot of traffic.

Google has a functionality called 'Keyword planner' which you can use in pretty much the same way as Bing's 'Keyword Tool'. The Google one can be found on <https://adwords.google.co.uk/KeywordPlanner>. People will search for the same word no matter which site they use.

Site metrics

Use this functionality to determine who is visiting your site. Google Analytics will advise you which visitors are buying from you and how the visitor reached your site. This is pretty useful to target your advertising.

Customer Lifetime Value

CLV is an acronym for 'Customer Lifetime Value' and is about the fact that even that there is still value obtained for the brand even though a visitor did not convert. They may sign up for your mailing list and then develop a lifelong relationship with you.

It then is important to watch your metrics if you want to determine if your Bing ad is working for you. Monitor how many visitors you are getting and where are they coming from. Use the sales figures to determine how your sales increase as you spend. Data is very useful in the hands of those who can read and understand the significance thereof. Track your data to increase the profitability of your PPC campaign.



Chapter 5:

Getting Started With Bing Ads

Chapter 5: Getting Started With Bing Ads

We have reached the halfway mark and you should now know what a Bing ad is, why it matters and lastly how it works. You have learnt the ABC of creating a great PPC campaign and we also covered choosing a keyword or keyphrase.

Now we need to get you started on creating ad campaigns. Let us explore how you set up an ad campaign and how to navigate around Bing's options and tools. If you want to gain maximum benefit from this chapter you would have by now set up a Bing ads account by visiting <http://secure.bingads.microsoft.com/> which is accessible using your existing Microsoft account. Also, it would be nice if you have applied your mind and chosen your keyword phrase making use of the advice in the previous chapter.

Importing Google AdWords campaigns

If you already have a Google AdWords campaign set up, then you can simply import your data to the Bing site. How is that for user efficiency? It is very easy to do this. You will need to visit the link with the heading 'Import Campaign'. Thereafter click 'Sign into Google' and then enter your name and password. You will be able to select which AdWords campaign you would like to import and can choose the appropriate one and click 'continue'. You are then done with the Google interface.

Head back to the Bing ads 'Account and Import' option and you will need to add a few settings that are unique to Bing. Here they are:

- Choosing the Bing ads account you want to import to.
- Choosing the right time zone as Bing allows more flexibility in this area.

- Choosing the appropriate options under the title 'What to Import'.
- Choosing the option under your bids and a budget that suit you.

You can now click and import and you have now completed the exercise.

We did recommend earlier that the best way to use Bing ads was to use them on top of your Google AdWords campaign. This useful tool that allows the campaign to be imported makes sense of this recommendation.

Setting up a campaign without importing

What if you don't have a Google AdWords campaign? You want to try a new strategy with Bing? Then you can simply click 'Campaigns' and then 'Create Campaigns'. Choose either the 'Search & Content Campaigns' then 'Create a Campaign' which allows you to access products with images in your search ads. Name your campaign, select a time zone and set your budget. Bing provides a daily, weekly, monthly etc. option for your budget. You will need to choose your location and set a language.

If you wish, you can choose to show your ads in all locations or in a very specific location. A useful functionality is that you can target people searching for information about your location from elsewhere. If you are in the hotel business this would be very useful to know that someone is looking for hotels in an area they will want to visit.

It is now time to write your ads. First choose the type of ad and provide a headline that is very specific. Avoid going for a headline that generates noisy traffic that does not convert. Once you have done this, you can then word your ad appropriately. Here you can provide a bit more detail. Below this you must insert your display URL and the destination URL. If your destination URL uses a permalink, you may want to choose a root domain for your display URL.

- The headlines must be 25 characters
- The Ad text must be 71 characters

Once you have completed, you can choose your keywords and set keyword bids and verify 'activation'. You will be prompted to set your payment methods and authorise that the ad can go live. We have provided more information on keywords in the last chapter.

Tracking and Managing your campaign

Once your campaign has gone live, you can still access it and tweak and manage it. Statistics will show in real time how your ad is performing and you can review whether it is performing to your expectations. There are advanced settings here that you can play around with, such as negative keywords and dynamic keywords, which we will focus in detail on in the next chapter.

Tracking the success of your campaign is one of the more important features you must gain intimate knowledge of. You will look at how your ad is performing for you. There are advanced features that exceed that which is provided in Google AdWords. We will look at them in detail in the next chapter. If you click 'Standard Reports' you will be given an option of 18 different types of performance reports to get your statistics fix. To name a few that you can access –your average CPC (cost per click), CPM (cost per impression), CTR (click through rate) and many more other useful data.



Chapter 6:

Advanced Bing Ads

Chapter 6: Advanced Bing Ads

If you like to tweak and customize, then there are numerous advanced features that can be personalised in order for you to get the most out of your ads. Often these tweaks can make a big difference to your campaign if done correctly.

Negative words

Negative keywords is a very specific type of targeting and assists you to reduce the number of users you are not interested in. If you use negative keywords and a user searches with that phrase, both Google and Bing will ensure that your link does not come up in the search. Google does concentrate on this much more than Bing.

If your product is a cookbook, then you do not want users who are searching for a free cookbook. Your negative word then would be 'free'. The assumption is that a user who searches for your cookbook will not pay the \$15 price tag of your cookbook and will most likely be annoyed with the search outcome. By using the negative keyword option, all users looking for free cookbooks will be excluded from your campaign.

Dynamic Keywords

The insertion of Dynamic Keywords allows the user to automatically insert your keywords into the title of your ad or the text thereof. If as in our previous example, a user searches for 'shoes for sale' then they would still be routed to your link if your phrase is 'buy shoes online'.

Ad Extensions

Bing allows you to use a feature called Ad Extensions which allows you to add items like links to your site or locations on a map and even a 'click call' button. This latter button will allow a user to call directly from the Bing search results on their mobile. You can use the site link to draw people deeper into your website. This is useful if you have a selection of products and a user has to spend time on your page to navigate all the different products available.

Target Customers

This feature allows you to hone in even more sharply on targeting of your customers. You access it by clicking the 'Advanced targeting Options' and you will encounter a many options like gender, age, device type, schedule etc.

Schedule

Schedule is an important feature for the simple reason that you can avoid wasting money showing your ad at 2 am when your users are fast asleep. Now marketers don't let the internet put you off your game. You learnt that customers get tired and they become impulsive buyers and are more likely to make an impulsive purchase. With this in mind, you can schedule your advert to target users who perform searches for products later in the evening when their impulsive levels are at peak.

Goal setting

You can use Bing to set up goals and you can monitor your customers' interaction with these goals. Google analytics offers a goal setting feature and this can be used for example to set a goal to identify the best keyword for your ad campaign.

The moment your campaign is set up, you can automate the goal setting function and incorporate your goals into the campaign. Users have found this functionality more valuable than identifying the average CTR (Click Through Rate).

Visit the 'Your Campaigns' icon and click on 'Share Library' to access the goal setting functionality. You can then click on 'Goals' and follow the simple on screen instructions. You can then put your goal on a user interface page e.g. your 'check out' or 'thank you page'.

Once you have completed goal setting, you will be able to view how your ad is performing in real time and also monitor your sales. At an aggregated level you will be able to see which ads you are spending on and look at the ROI. You can then drill down to more specific data. Importantly, you can calculate an identified CPA 'Cost Per Action' reducing each sale to actionable information like how much it cost to make the sale or get subscribers.

Additional metrics and tracking

There is a substantial amount of tracking that can be done by drilling down into each metric. Play around on the dashboard to get familiar with the different items that are tracked.



Chapter 7:

Why SEO for Bing Matters

Chapter 7: Why SEO for Bing Matters

It is a fact that the algorithms on Google search engines operate differently from that of Bing. If you place the same keywords search in both search engines, you will see the different results. Yet, Google is still the only search engine chosen when marketers want to tailor content for search engine optimization. They choose to optimize only for Google even though they are using Bing PPP.

If the majority of marketers are still choosing this approach as their default strategy, then their choice presents an ideal opportunity for businesses to use the resultant keyword dominance vacuum created on Bing. The vacuum is created because there is less competition for more popular keywords on Bing. By optimizing these keywords on Bing, you can dominate about 30% of traffic on popular keyword searches by using SEO on Bing and Yahoo.

So if doing SEO on Bing means less competition, a different market segment and about 30% of market share, isn't it time to break down all misconceptions that users have about SEO on Bing.

The top 3 reasons why marketers overlook Bing in their SEO strategy.

These are a couple of the common misconceptions we have come across:

- *If you are ranking well with Google then you must also be well ranked with Bing.*

Marketers track their Google rankings and believe that that is reflective of their SEO ranking on all search platforms. This is certainly not the case.

- *Google is the dominant search engine so marketers focus all their SEO efforts here.*

We have previously mentioned that the combined strength of Bing and Yahoo hold a search engine market share of 30%. It is important to optimize correctly for both Google and Bing so that you do not miss out on some great business opportunities. Once you have optimized for Bing, you automatically linked to Yahoo, due to the fact that they share data.

- *You can adopt the same SEO strategy that you have for Google for Bing.*

While there are similarities you can adopt, there are some significant differences of approach to SEO on Google and Bing. We will assist you in the next chapter to understand the different approaches. You should become familiar with these differences and make the necessary adjustments to ensure that you have a good SEO rank on Google, Bing and Yahoo.

It is expected that Bing/ Yahoo will steadily increase their search engine market share as evidenced by Firefox's recent decision to choose Yahoo over Google. If you did not know it already, Bing powers Yahoo's search results. Mozilla, which is Firefox's parent company, recently moved away from Google and entered into a new five year partnership with Yahoo. This is an excerpt from their press release:

"Today we are announcing a change to our strategy for Firefox search partnerships. We are ending our practice of having a single global default search provider. We are adopting a more local and flexible approach to increase choice and innovation on the Web, with new and expanded search partnerships by country:

United States- under a new five-year strategic partnership announced today, Yahoo Search will become the default search experience for Firefox in the U.S. Starting in December, Firefox users will be introduced to a new enhanced Yahoo Search experience that features a clean, modern interface that brings the best of the Web front and centre. Under this partnership, Yahoo will also support Do Not Track (DNT) in Firefox."

What is SEO?

Wikipedia defines search engine optimization (SEO) as the process of affecting the visibility of a website or a web page in a web search engine's unpaid results—often referred to as ‘natural’, ‘organic’, or ‘earned’ results.

The ‘organic’ effect you get through SEO is the same that you get from paying for Bing Ad. There is no guarantee that SEO will work. It is a long process and sometimes you will also need a sprinkling of luck. SEO is all about adding great content to your website, so that Google and Bing can easily identify what is your site all about and figure out which searches they should link to your website.

Index your site with Bing

You should submit your site to Bing for indexing. It is the first step to creating a presence and start receiving traffic from Bing. Simply submit your site to Bing Webmaster Tools and in due course your site will be crawled.

Content

Like Google, Bing is interested in high quality content. Preference will be given to your site if it has better quality content than the other sites. Bing is more likely to index and show your website’s content if it is clear, deep and easy to find. They will give a poor ranking to websites that are very thin on content, those which display ads or affiliate links or have a tendency to quickly redirect visitors away to other sites.

Bing wants content that is easy to navigate and this must be rich and engaging to the visitor, providing them with the information that they require. They recognise that some content which is produced today will have relevance for many years to come. The reverse is true as well, as some content produced today will have a limited shelf life.

When drafting content you should subtly insert keywords throughout the text, the headers and the HTML tags allowing search engines to index your contents for keyword targeting. This must not be overused as you will end up getting penalized.

Links

According to a study conducted by Searchmetrics, on average, 52-53 per cent of the backlinks of websites ranked among the top 30 results on Bing, contain keywords in the anchor text (which is about 10% more than Google). The quality of a backlink profile ranks high on both Google and Bing and it is therefore important to have high quality links to your website.

Bing discovers new pages on your site through links that point to your site, as these are an indication of popularity. It is an indication that the site that is linking to your site, trusts your content. If your links have grown organically, you will be rewarded by Bing. This is done over a period of time through trustworthy content creators on other websites, with the intention of driving users from their site to yours.

Obviously this is subject to abuse and if found, Bing will punish you by delisting you from the index. Abusive practises are associated with link buying or participation in link schemes like spamming.

You must also focus on your inbound links because these help Google and Bing find your site in the first place. This is done using small script that search the web by following links. The ultimate aim is to get indexed so that your site is scanned regularly. Until then, you are relying on links.

Supersize with Bing Ads and SEO.

Can I get fries with that? Using a combination of PPC and SEO is like optimization on steroids. What are the advantages to this approach?

- Firstly you will see an immediate increase in traffic to your website. This will result in increased organic visibility in the SERP's – as more people view and share your contents, your organic backlinks profile is increased driving you up on the SEO rankings table.
- The keywords that work for you on SEO could give you insight into which keywords are worth spending PPC ad spend on. Similarly keywords that work on PPC can be used to build organic SEO. You can play around and 'test' out a keyword using either strategy to see which ones are worth spending money on.
- You can also use Bing PPC to advertise some keywords and use SEO to promote a different set. This approach will allow you to target multiple keywords for a wider reach.



Chapter 8:

Your Master Guide to SEO for Bing

Chapter 8: Your Master Guide to SEO for Bing

If you are a beginner to Bing, you will now know a bit more about why you should optimize for Bing.

It is important to have insight on the technical and non-technical factors that may assist or damage your website's visibility in search engines. If you are already optimizing for Google, some of these tactics will be very familiar to you and some of it will be different because Bing has a different algorithm.

Let's get technical

The technical configurations are important to get correct as it affects your rankings. Bing will focus on the following technical factors, which you must alert your IT team to:

Page Load Time (PLT) – Ensure that your website page speed is fast otherwise visitors will go and seek the information they need elsewhere.

Canonical Tags – This is new functionality for Bing. The rel=canonical functionality helps Bing determine which version of a URL is the original, when multiple versions of a URL return the same content.

Robots.txt – This file tells Bingbots what to crawl and what not to crawl on your website.

Sitemap – Your sitemap must be kept clean and current (we suggest that you remove any unnecessary URLs).

Redirects – Bing has a preference for 301 redirects you have moved content between websites.

Site technology – Rich media like Flash and Javascript used on your website can sometimes prevent the Bingbot from being able to find your content. You should rather implement a down-level version.

Now that we have got the important technical configuration requirements for SEO out of the way, let us focus on some of the non-technical stuff marketers like to get their teeth into.

Exact keywords

Yes, users have often remarked that Bing likes to take things literally which can result in some fun search outcomes. Whilst Google's algorithm recognizes the synonyms and has regard to context around a keyword, Bing does not. Use the exact keywords you are trying to rank for with Bing. A useful tool to assist with straight forward and perfect words can be found on Wordstream.

If you ask a question, Bing will most likely bring up a page where that exact question was asked. This is a very useful functionality. While Google will penalize you for spamming, Bing will still reward you for including a few keywords in your links.

Search queries with double meaning

Google will deal with a keyword phrase search which has two meanings by ranking the most popular website first. Bing on the other hand will deal with a double meaning search by providing local results first.

Bing digs social signals

While Google doesn't come out clearly about where they stand with regard to social signals, Bing has clearly come out indicating that social signals are very important consideration in their ranking factors.

This means that you should include social media marketing as a big part of your strategy to increase your SEO rankings on Bing. If your business has built an influential social media presence, then your followers share your information widely which is viewed positively by Bing.

Local is best

Bing prefers websites that have well-optimized local listings in place and these can be claimed at www.bingplaces.com.

Older domains gain more authority

Google does not care about the age of your domain and they are more concerned with the quality of backlinks that point towards a domain. Google is biased towards .edu and .gov sites as they are recognised for their quality links and good content. Bing on the other hands favours older domains to which they assign higher rank and they have the same approach to .edu and .gov websites as Google.

Flash Content

Google does not crawl and understand Flash websites while Bing algorithms understand and crawls Flash websites optimally and occasionally provides credit to websites which use it.

Mobile Optimization

It is expected that Bing will soon follow Google by encouraging mobile-friendly websites to rank better in mobile search. Already Bing has added a mobile-friendly label in their mobile search results. It is therefore important that businesses make their platforms mobile- friendly in preparation for any changes.

Crawl depth

Google is known to have great crawl depth crawling whole websites at a time. Bing only has a 100kb crawl speed at last count. For SEO purposes this means that you should focus on placing your keywords in the first part of your website. This means that you can increase your keyword density in the first paragraphs.

As with Google you should avoid unethical practises in an attempt to increase your SEO as these will be heavily penalised on Bing.

Unethical practises that you should avoid

Keyword stuffing – Content with too many keywords.

Cloaking – a spam tactic of showing users different content to that shown to the Bing crawlers

Unethical backlink Strategies -like Link Schemes, Link Buying and Link Spamming

Unethical social media schemes –like increasing the number of followers too quickly or Like farms that artificially exploit a network effect to cheat the algorithm.

Duplicate content- duplicating content across many URLs can cause Bing to lose trust in some of those URLs over time.



Chapter 9:

Extra tips and techniques for Better Success

Chapter 9: Extra tips and techniques for Better Success

We have covered quiet a lot and you would now be *au fait* with what Bing ads are and how you can get them to work optimally for you. The learning journey is continuous as search engines adjust their algorithms and marketers find smarter ways to keep their brand on the top in terms of SEO ranking.

The more learning you do, the more successful you will become and your brand will see a higher ROI for your marketing efforts. Below are some tips and tools to help you along.

Bing webmaster tool – is very useful and for monitoring both your PPC progress and your SEO engine ranking. Start your journey by visiting www.bing.com/webmaster and sign in with your Microsoft account. Thereafter you can index your site by putting it in the box and clicking ‘add’.

Leave your details on the next page when prompted to do so e.g. your name, company name etc. Once you completed this you will be requested to place an XML file on your company server to assist Bing to track and crawl your site. You will then be able to monitor your sites performance in searches as well as your PPC metrics to get a bird’s eye view of your progress and the number of hits etc.

SEO analyzer – The name says it all. This is a very useful tool that allows you to look at the SEO on your page and see if you have adequate coverage. This functionality will look at 15 different metrics such as your <h1> tags, Meta data and others. Browse here <http://www.bing.com/toolbox/seo-analyzer>

How to improve your ad position

Bing provides the following tips for improving your SERP's position:

#Increase your ad relevance – keywords that are directly relevant to the landing page are more likely to show up higher in searches.

#Gimmicks on a landing page is a no no. They advise that you should consider including a few more keywords in your opening paragraphs. It would be worthwhile re-organizing your site content to improve your rankings. While you are doing that also focus on your titles and Meta descriptions and the impact that they will have on your CTR.

If you attend to all of this, you will help Bing to help you succeed in your marketing campaign.

How about using the tools provided here to find out how you currently rank on Bing. This will then allow you to get started and track your progress on Bing as you implement the various strategies we have provided to get you started.

As soon as you make the decision to include Bing in your campaign, you are already ahead of most marketers out there. Owning keywords on Bing that bigger brands dominate on Google, will certainly get you your marketing bonus when 30% of search engine traffic starts clicking on your website link.



Chapter 10:

Conclusion

Chapter 10: Conclusion

Now that you have become familiar with the ABC of PPC, you must be excited to get started on your Bing ad campaign. We encourage you to dive straight in as that is the only way to get some practical experience and learn as you go along. You must remember to track your metric and regularly adjust your approach, as you learn how to master the platform.

There is sufficient information in this book which will guide you step by step to launch your PPC and Bing campaign and start seeing immediate results. Our last tip is that you should resist the rookie temptation to chase high volumes of clicks! Rather focus on your outcomes and the ROI that you will receive. Examine your marketing goals and ensure that you have articulated them clearly. This will aid in creating precise keywords and descriptions for your ad campaign.

An investment in Bing PPC is worth your while because:

- It is much cheaper than Google.
- You get more ROI due to the fact that Bing is not as big as Google. Therefore your exposure is higher and so is your traffic.
- The advantage of bringing large number of visitors to you site without competing with your larger competitors with big ad spend.

Many start-ups have benefited from using Bing to grow their business with a limited budget. Once you take off on Bing, you would be able to tap into the more advanced features and functionalities, including more advanced targeting and tracking features. It is also healthy for the market that Google has good competition.

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