BING TO WIN

Bing Resource Sheet

There are a number of resources and tools that can help you to get that little bit more out of Bing and to see the best results. This page will help you find those different sites and utilities, so that you can get to them quickly and you have everything in front of you when you first start signing up.

Bing Ads

https://secure.bingads.microsoft.com/

This is of course where you'll go to set up your Bing Ads. The first time you visit this page, you'll need to sign up or sign in – but the good news is that you can sign up with an existing Microsoft account. This is the same as the username and password you use for Hotmail and for your Windows login.

Bing's Keyword Tool

www.bing.com/toolbox/keywords

This is Bing's keyword planner. Unlike Google's equivalent, this is actually a piece of PC software that you can download and run on your computer. This will then allow you to look for specific keywords and to see the amount of people searching for them within certain date ranges. For example, you might find that one keyword has been searched for 50,000 times in the last 6 months. You can also look at the amount of competition in order to see how many other advertisers are targeting that phrase and of course the end objective is to target ads that have a lot of searches but not many competing ads!

Google's Keyword Planner

www.adwords.google.co.uk/keywordplanner

This is Google's version of the keyword research tool and it works in just the same way, allowing you to look into the amount of searches a term gets and also the amount of competition. This might be the Google tool but generally searches are consistent across both platforms – so this will still be just as useful.

Bing's SEO Analyzer

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

This is Bing's 'SEO Analyzer'. It will rank your site based on 15 different metrics in order to measure how well managed the SEO is and how likely your site is to appear at the top of the search pages for Bing. This is important, as the best campaigns will combine both PPC and SEO in order to really conquer the top of the SERPs.

Bing's Webmaster Tools

www.bing.com/webmaster

Just like Google's Webmaster Tools, this is a control panel where webmasters and site owners can manage all kinds of things about their site. Here, you'll be able to find a lot of information about your site, check your metrics and also see a range of other useful features and information relating to your performance in SEO *and* in PPC.

Get Started With Bing Ads

http://help.bingads.microsoft.com/apex/index/3/en-us/51093/

This is the official documentation from Microsoft. This will show you how to get started, as well as how to handle many of the more advanced functions. Everything here is neatly illustrated and explained. It even has some helpful tutorial videos that will show you the ropes and help you see each step you need to take clearly laid out and animated!