




🔍 Search Google or type a URL 



Deploying Search Strategy Across Google & Bing

March 10, 2021

 Microsoft Bing

Images

Videos

Shopping

...

Sign in



Rewards



— **Search matters.**



Google holds 71% of the market share on desktop and 94% on mobile.

Google receives an average of...

...over **63,000** searches per second

...**5.6 billion** searches per day

...**2 trillion** searches per year

But what about Bing?!

While Bing has a lower market share than Google, the share is higher in the US, Japan, UK and Canada – so **we can't forget about it!**

The audience is diverse...

...50/50 split between men and women

...1/3 of users are college graduates

...More than half are under the age of 45

...Windows 10 users

Search Rankings

How do search engines decide what shows up in results?



The Algorithm

Google's algorithm ranks websites based on *over 200 factors* such as:

Authority	Relevance	Authenticity	Link Quality	Mobile Optimization
Multimedia	User-Friendly Layout	Page Age	Trust Rank	Location
Site Speed	Page Updates	Navigation	Affiliate Links	Contextual Links

While **Bing** values many of the same ranking factors...

There are a few differences

Google

Recognizes **synonyms** and **context** of a keyword


The **strength of a page** (page authority) is weighted over the authority of the domain as a whole

Bing


Exact keywords tend to do better

Considers **domain authority for rankings**; favors .edu and .gov

Remember: Algorithms are constantly changing, so it's important to keep a pulse check on updates for both search engines.

Decorative graphic element consisting of overlapping orange and yellow circles in the top-left corner.

The Pursuit of a Better Ranking: Search Engine Optimization

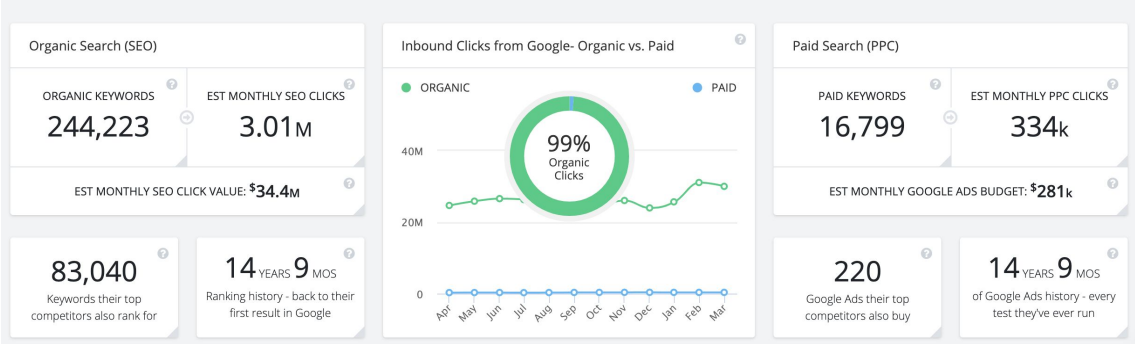
Decorative graphic element consisting of overlapping orange and yellow shapes in the bottom-right corner.

‘Doing SEO’ is a series of intentional business decisions to allocate resources to either growing, improving, or steering the flow of a brand’s organic traffic.


SEO is Valuable

Try this:


Go to [SpyFu.com](https://www.spyfu.com) and plug in your organization's URL to see how much your organic search traffic is estimated to be worth.



A good organic search presence is essentially free advertising (with a little, or lot, of sweat equity mixed in)!

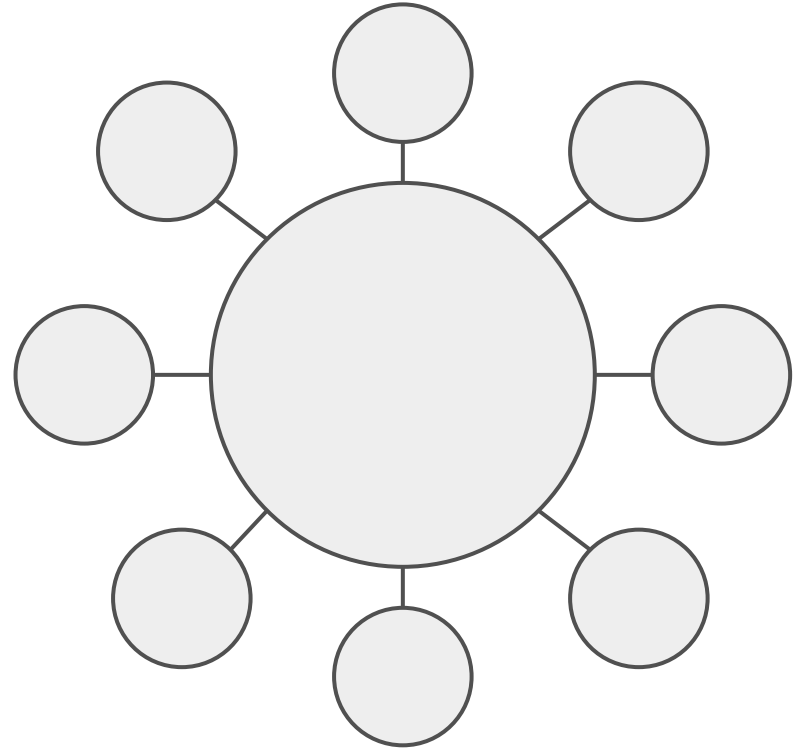


What *can* we do to influence organic search?



Think About SEO Visually: Topic Clusters

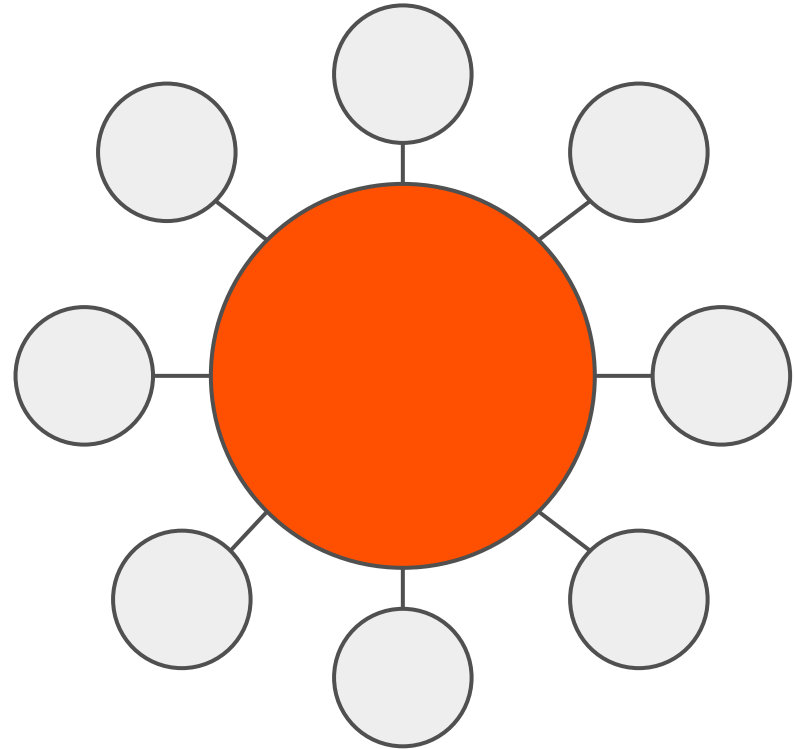
Or how **good site structure** and **strong content planning** makes for good SEO.



Pillar Content

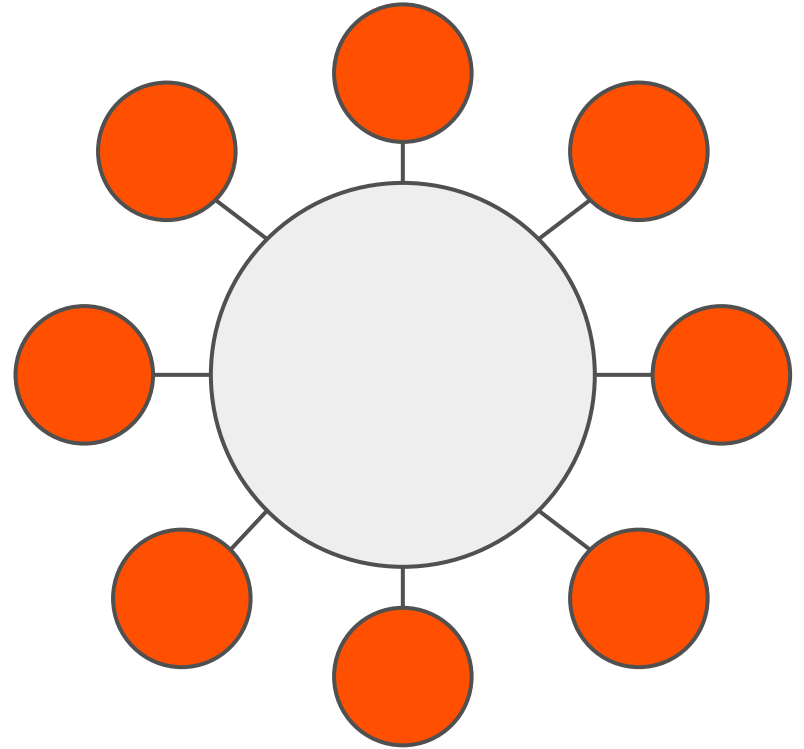
A page on a site that's the focus of a keyword for your site. For example, for a college, Pillar Content could be a degree program page, an academic department page, or a healthcare service page.

As is best practice for SEO, only one page should be attempting to rank for the keyword that is most closely tied to this topic.



Cluster Content

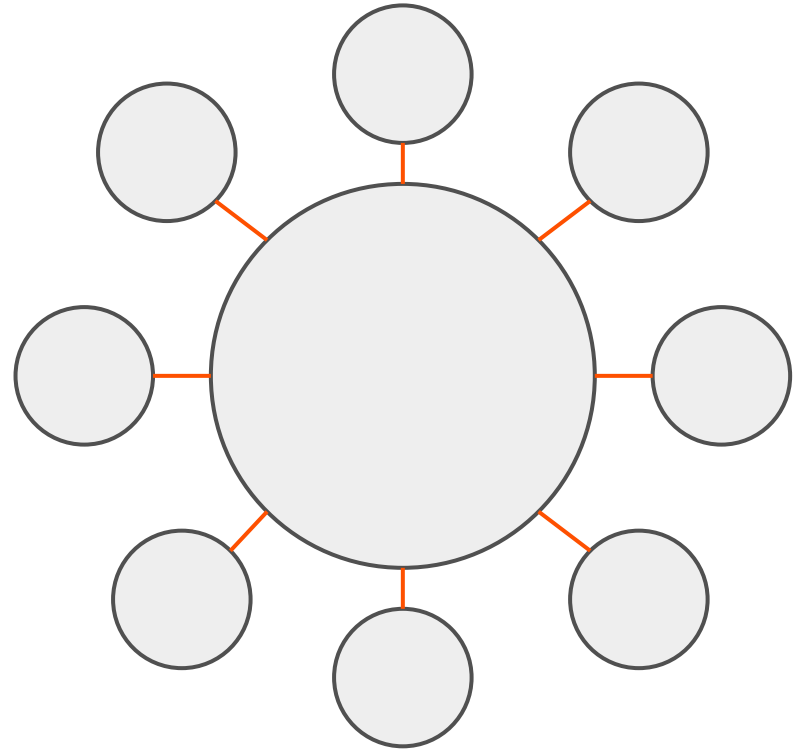
Content on a site that's related to the Pillar Content. This content could be event pages, blog posts, news articles, faculty pages or video. Each of these pages' keyword should be **related to the keyword of the Pillar Content, but not the same.**



Inter-Linking

This is where the real SEO improvement happens. Having many pages of related keyword Cluster Content that link back to a Pillar Content page, and the Pillar Content page has some links to the Cluster Content pages as well.

This **inter-linking**, and hopefully the site traffic that flows through it, tells the search engine that **your site has a lot of well-trafficked content for the keyword and related keywords**, and this positively impacts the search rankings.



Conduct a SEO audit

Assess three key factors:

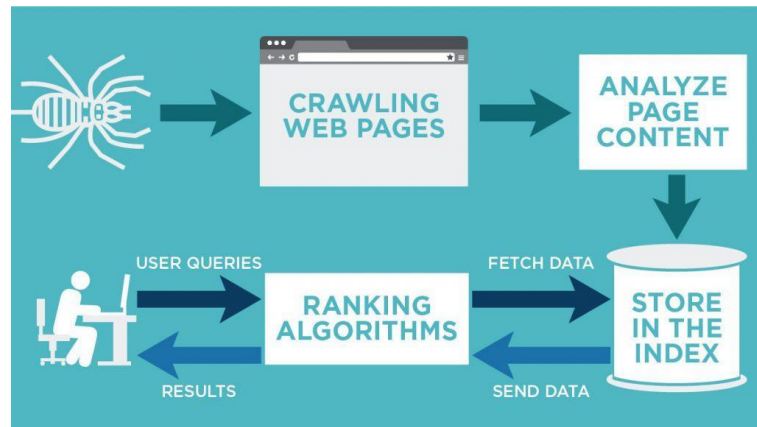
1. **Technical features** of site including hosting and indexing and crawling
2. **Front-end factors** such as content, keywords, and metadata
3. Link quality and **outside references**

Technical Features

Ensure that this site/page is eligible to show up in Google's search results, or indexed.

Make sure pages can successfully be crawled.

Crawling is useful for identifying problems with your website, such as duplicate content, low word count, and excess redirects.

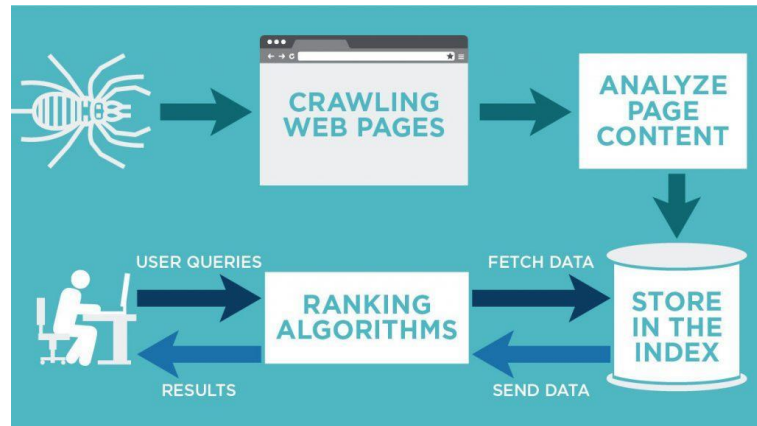


Technical Features

Think desktop and mobile

Google is mobile first, and while Bing isn't as focused on mobile optimization, they do still care about mobile friendliness.

Use Google Search Console, Bing Webmaster Tools, and Google's Mobile-Friendly Test to gain insights on crawlability and how user friendly your site is on different devices.



Front-end factors

Head to a tool like **Moz** or

Screaming Frog and plug in your site or page URL

These tools will show you a preview of your site's domain authority, ranking keywords, and important on-page SEO elements

- meta descriptions
- page titles
- headers

Does the result showcase the **brand** and **primary keyword** to the best of its ability? If not, there's work to do!

Search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank.

Domain Authority	Linking Root Domains	Ranking Keywords
41	832	1.1k

Ranking Keywords are keywords your domain, subdomain or page is ranking for. Ranking keywords will help you understand what you are already mastering from an SEO perspective, but will also show you some low-hanging ideas of how to improve content to increase the SERP.

Address	Page Title	Page Rank	Page Weight
1 https://www.tacobell.com/	Taco Bell® Drive-Thru & Delivery Open	39	359
2 https://www.tacobell.com/faq		0	0
3 https://www.tacobell.com/nutrition/info	Taco Bell Nutrition Information	31	269
4 https://www.tacobell.com/legal-notices/about-our-ads	Cookie and Ads Policy	21	198
5 https://www.tacobell.com/food/quesadillas	Quesadillas Near Me: Order Ahead Online for Pick Up or Delivery...	75	680
6 https://www.tacobell.com/legal-notices	Legal Notices	13	120
7 https://www.tacobell.com/nutrition	Taco Bell Nutrition Online Food For All	41	350
8 https://www.tacobell.com/food/power-menu	Power Menu Near Me: Order Ahead Online for Pick Up or Delivery...	74	689
9 https://www.tacobell.com/food/cravings-value-menu	Value Menu Near Me: Order Ahead Online for Pick Up or Delivery...	74	683
10 https://jobs.tacobell.com/	talentReef	10	91
11 https://www.tacobell.com/food/nachos/nachos-party-pack	Nachos Party Pack Order Online Today! Taco Bell®	52	483
12 https://www.tacobell.com/news/taco-bells-enhanced-restaurant-saftey-steps	Contactless Drive-Thru is Available with Taco Bell's Enhanced Sa...	74	667
13 https://www.tacobell.com/food/drinks	Drinks Near Me: Order Ahead Online for Pick Up or Delivery Tac...	70	633
14 https://www.tacobell.com/food/favorites	Your Taco Bell Favorites: Login & Save for a Faster Checkout T...	72	647
15 https://www.tacobell.com/contact-us	Taco Bell Talk to Us	22	189

Name	Value
Address	https://www.tacobell.com/
URL Encoded Address	https://www.tacobell.com/
Content	text/html; charset=utf-8
Status Code	200
Status	OK
Indexability	Indexable
Size	1214 KB
Title 1	Taco Bell® Drive-Thru & Delivery Open
Title 1 Length	39
Meta Description 1	DRIVE-THRU & DELIVERY ARE OPEN! We are here for you. Drive up and pick up your Taco Bell faves or get it delivered.
Meta Description 1 Length	115
Meta Description 1 Pixel Width	770
H1-1	RAISE A CUP, FOR AN XBOX SERIES X
H1-1 length	33
Canonical Link Element 1	https://www.tacobell.com/
Canonical Link Element 1 Indexability	Indexable

External Factors

- The importance of internal linking is growing, but search engines still believe that *what other people say about you is more important*.
- In general, if more websites link to your site, you will appear to be a more credible source for the topic at hand. But keep in mind the following:
 - The **trustworthiness** of the linking domain
 - The **popularity** of the linking page
 - The **relevancy** of the content between the source page and the target page
 - The **anchor text** used in the link



When a site links to another one or more than one time in Search Engine Optimization, site A is said to be a linking root domain. When a linking root domain with a high Domain Authority links to your site, they pass along their SEO power, giving you a better chance to rank.

Domain	DA
youtube.com	
microsoft.com	
en.wikipedia.org	
bbc.co.uk	
medium.com	
es.wikipedia.org	
bbc.com	



**Now it's time to
get to work**



Best Practices - Leverage what's in your control

Populate the page with these three important elements, often referred to as metadata:

Summer Session for High Schoolers | Pre-College Programs

<https://summer.tufts.edu/high-school/programs/summer-session-high-schoolers> ▼







Get a taste of what it's like to study like a college **student!** Tufts University offers **high-school students** a change to enroll in college level courses.


1. **Title**
 - a. Often called a “meta title,” “title tag,” or “page title” and is the first and most prominent part of a search result
2. **Meta description**
3. **Unique, Singular H1**

Home / Summer Pre-College Programs For High School Students / Pre-College Programs / Summer Session For I

Summer Session for High Schoolers

Options throughout the summer

-  Tufts Credit
-  Commuter  Online
-  Boston Fine Arts Campus  Boston Health Sciences Campus  Medford/Somerville Campus



Best Practices - Leverage what's in your control

Well written copy that avoids keyword stuffing!

Copy should be written **naturally, but comprehensively** enough to include:

- Some **artfully placed** target keywords
- Natural synonyms
- Naturally co-occurring phrases

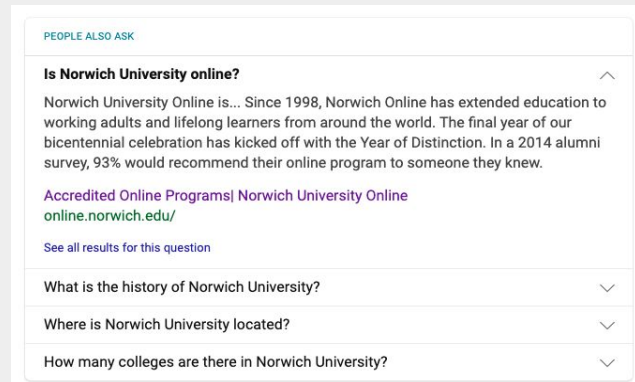
Are you looking for **cheap flights**? If so, then you have come too the **cheap flights** specialist. All we have is **cheap flights**. We sold **cheap flights** to you cousin only last week! And she was so happy with her **cheap flights**, that she came back and bought more **cheap flights** from us, the **cheap flights** specialist. So, don't go looking anywhere else for **cheap flights**, because you'll get the best **cheap flights** from us. Remember, we're the **cheap flights** specialist! Where would you like **cheap flights** for? Because we have **cheap flights** to pretty much anywhere you could imaging. We even have **cheap flights** that will take you to **cheap flight** central! Ohhhhh, we love our **cheap flights**!

Use “People Also Ask” to identify opportunities for new content

Try this:

- Search the name of your organization or product, on Google or Bing.
- What are the questions Google and Bing suggests? Who is answering them?
- Can the answers to these question be found easily on your site? Is there an opportunity to create new content?

“People Also Ask” for query “Norwich University” as shown on Bing



PEOPLE ALSO ASK

Is Norwich University online? ^

Norwich University Online is... Since 1998, Norwich Online has extended education to working adults and lifelong learners from around the world. The final year of our bicentennial celebration has kicked off with the Year of Distinction. In a 2014 alumne survey, 93% would recommend their online program to someone they knew.

[Accredited Online Programs| Norwich University Online](#)
online.norwich.edu/

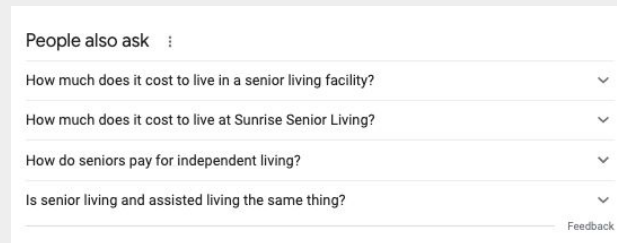
[See all results for this question](#)

What is the history of Norwich University? ∨

Where is Norwich University located? ∨

How many colleges are there in Norwich University? ∨

“People Also Ask” for query “best senior living near me” as shown on Google



People also ask :

How much does it cost to live in a senior living facility? ∨

How much does it cost to live at Sunrise Senior Living? ∨

How do seniors pay for independent living? ∨

Is senior living and assisted living the same thing? ∨

[Feedback](#)

SEO Quick Tips

Title Tag: 50 – 60 characters long

Tip: The title for the page can be different from the title that shows up on the page. Be sure to include the primary keyword for the page in the title.

Meta Description: 160 – 300 characters long

Tip: This description will only show up on a search engine results page. Give a good intro to the page content and be sure to include the primary keyword for the page.

SEO Quick Tips

Header: character count is dependent on site design

Tip: Think of headers as if you were writing a book – their purpose is to provide clarity and structure. The header 1 would be the title – the overarching theme (primary keyword). Header 2 would be the chapters (secondary keyword). Subsequent headers serve as additional sub-headings within each section.

URL: Up to 75 characters long

Tip: The URL will usually automatically include the entire page title. You can edit it so that it is shorter but be sure it still includes the primary keyword.

A final word on algorithm changes

Both Google and Bing make updates to their algorithm to try to improve the quality and function in search results. These changes can have a big impact on your SEO rankings and organic traffic.

In May 2020, Google made one of the biggest algorithm updates since 2018. It caused massive volatility in rankings in the days after its rollout.

While you **can't** control how an update affects your rankings, you **can** control how you react:

1. Know how you were ranking before
2. Monitor impact on rankings
3. Wait for the dust to settle
4. Adjust to the “new normal”

— Paid Search



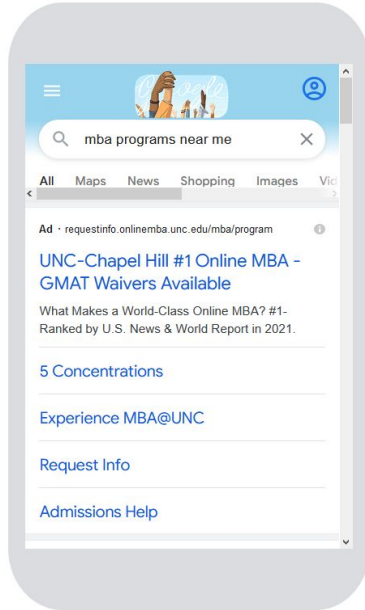


**No matter how
good your SEO is...**

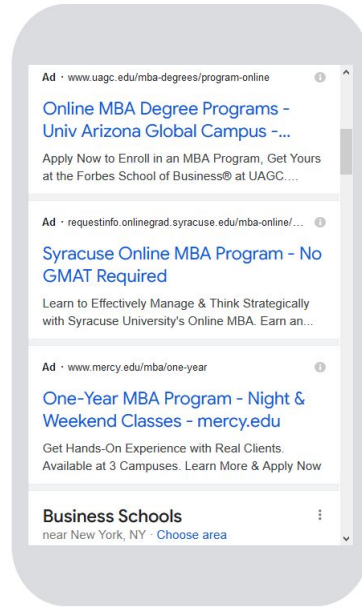
**...paid ads still
show above
organic results on
many results**



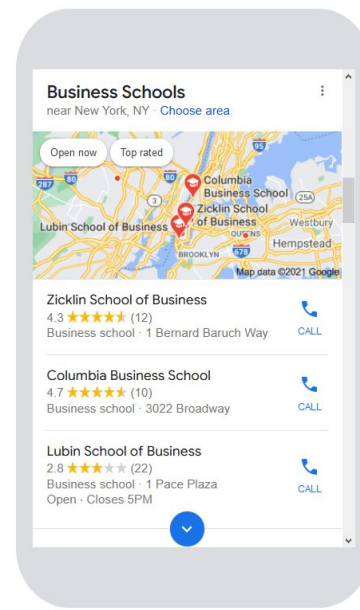
Search for “mba programs near me” in NYC



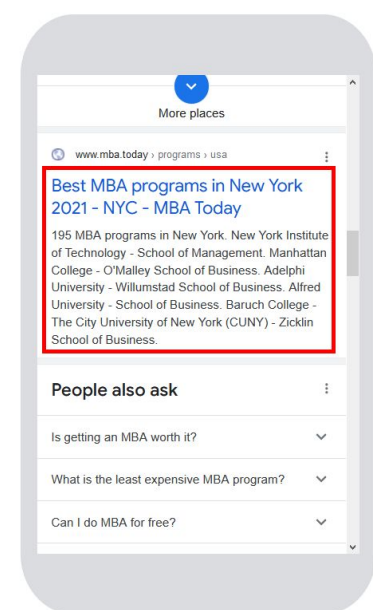
Screen 1



Screen 2



Screen 3



First organic result

RESULTS PREVIEW

Preview of search results

About 332,000,000 results (0.79 seconds)

Ad - requestinfo.onlinemba.unc.edu/top-ranked/mba-program ▾
UNC-Chapel Hill #1 Online MBA - Top-Ranked Online MBA Degree
 Don't Compromise on Student Experience: 1:1 Guidance, Hands-on Leadership Development. How Do We Define the World's Best Online MBA? Flexible, Global, & Top-Ranked in 2021. World-Class Faculty. Top 20 Business School.

Ad - www.uagc.edu/mba-degrees/program-online ▾ (866) 347-7781
Online MBA Degree Programs - Univ Arizona Global Campus
 Online MBA Degree Programs at UAGC's Forbes School of Business and Technology®, Apply Now. Master's Programs in Accountancy, Management, Business Admin and More. Contact UAGC Today! Get Your Degree from Home.

Ad - w4.stern.nyu.edu/emba ▾
Highly Ranked Program - Highly Ranked EMBA Program - NYU.edu
 How do you achieve business excellence? Start with our Executive MBA program in NYC. Learn from the best, and change the way you think about business. Find out...

Ad - www.teach.com/the-best-online/mba-programs ▾
The Best Online MBAs for 2021 - Find a Program For You
 There Are Over 100 Online MBAs to Consider This Year. Let Us Help Narrow Down Your Search.

www.usnews.com > ... > Best Business Schools ⓘ

Best Business Schools (MBA) Ranked in 2021 - US News ...

Here are the top MBA programs. **Stanford University**. University of Pennsylvania (Wharton) **Northwestern University (Kellogg)** University of Chicago (Booth) Massachusetts Institute of Technology (Sloan) Harvard University. University of California–Berkeley (Haas) Columbia University.

Best Executive MBA Programs **In Business Analytics**
 Here are the **best** executive **MBA** Find the right business analytics
programs · University of ... **MBA** program for you. See top ...

Search for
 “best mba
 programs”
 in NYC

First organic result



**Google Ads is a
must-have part of
your digital
marketing**



Benefits Beyond Lead Generation

- Inform your SEO efforts
 - Top-converting keywords are great targets for SEO efforts
 - Unprofitable, non-converting keywords are also great targets for SEO efforts
 - For example, salary/wage keywords related to an area of study
 - Also, “how to” and question-based queries

Benefits Beyond Lead Generation


- Customer insights
 - Ability to rapidly test copy
 - Transfer those learnings to email subject lines, landing page copy, website copy, etc.
 - Do prospects talk differently about the product than you do?
 - “Accountancy” vs. “Accounting”
 - “Varicella” vs. “chicken pox” or “shingles”

Benefits Beyond Lead Generation


- Brand protection
 - Bidding on your brand name helps prevent competitors from “outranking” your SEO listing
 - Due to high Quality Scores (QS), brand advertising has a very good ROI
 - Direct brand searchers to the best possible experience for their query

RESULTS PREVIEW !

Preview of search results



✕ 🔍


Sign in

🔍 All
📰 News
📺 Videos
🖼️ Images
📖 Books
⋮ More
Settings
Tools

About 269,000,000 results (0.95 seconds)

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Full-Time MBA - Full-Time MBA Program - TCU.edu

Boost your resume and professional network with an MBA from Texas Christian University. Seasoned mentors, proven leadership & innovative spirit. That's more than just an MBA. Accelerated Degree Option. 140+% ROI. Consult for Fortune 500.

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Ad · www.chicagobooth.edu/ ▾

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Harvard Business School.

🔍

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Search for “Harvard MBA” in NYC



When Should You Consider Microsoft Ads?





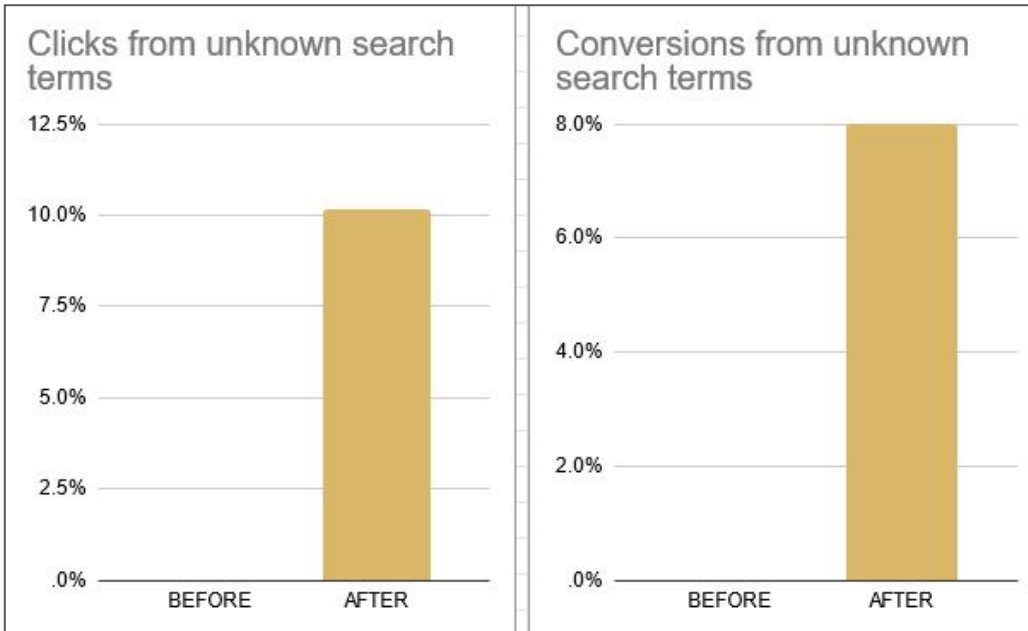
**More
Transparency =
More Insights**

Google Reduced Search Term Visibility in 2020

“Starting September 2020, the search terms report only includes terms that a significant number of users searched for, even if a term received a click. You may now see fewer terms in your report.”

<https://support.google.com/google-ads/answer/7531771?hl=en>

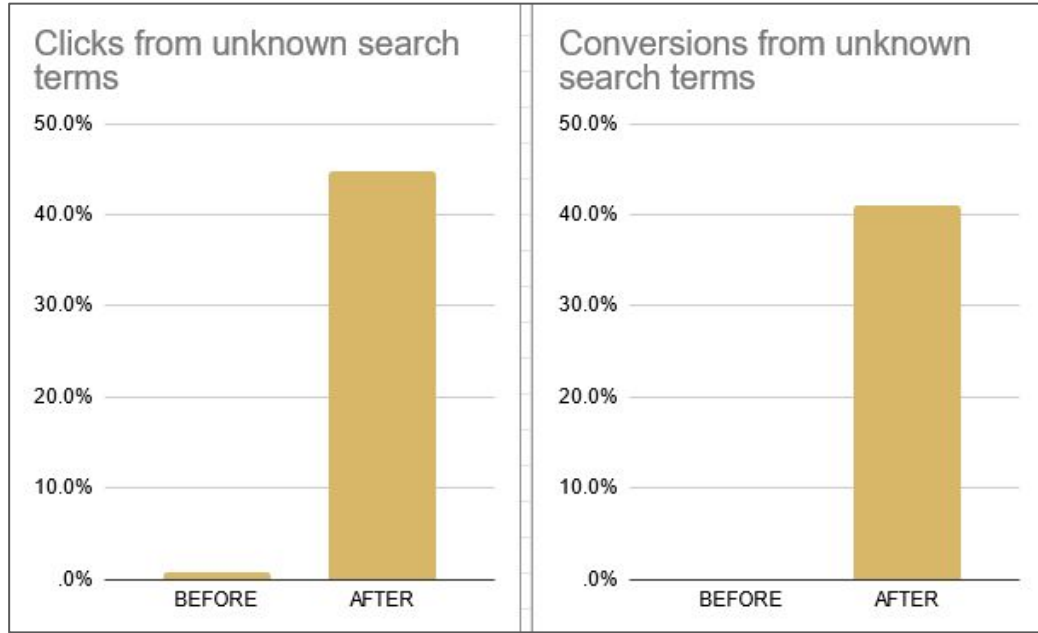
How Much?



Client #1

- Comparing August 2020 to January 2021
- 6-digit annual budget
- Higher education
- Main demographic is non-traditional students

How Much?



Client #2

- Comparing August 2020 to January 2021
- 6-digit annual budget
- Higher education (MBA/MS)
- 6-digit annual budget

Microsoft Ads Still Has Full Search Term Visibility







- Better keyword data to inform your paid efforts
- This data can also inform your SEO efforts
- Increased customer insights

Decorative graphic in the top-left corner consisting of overlapping orange and yellow circular shapes.

Who Do You Reach?

Decorative graphic in the bottom-right corner consisting of overlapping orange and yellow circular shapes.

Global search share

	2015	2020
 United States	31%	37%
 United Kingdom	17%	22%
 Australia	11%	15%
 Canada	15%	19%
 France	11%	16%
 Germany	7%	23%

comScore qSearch (custom) June 2020. The Microsoft Search Network includes Microsoft sites, Yahoo sites (searches powered by Bing) and AOL sites. Data represents desktop traffic only.



A diverse audience on the Microsoft Search Network



50/50
men and women



More than 1/2
are under the
age of 45



33%
graduated
from college

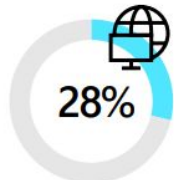


1/3
has a household
income \$85K+

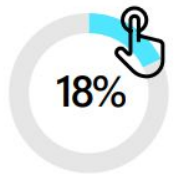
Searchers only on the Microsoft Search Network



PC searchers you can't reach on Google¹



28% of clicks come from searches that are unique to the Microsoft Search Network²



18% of monthly searches on the Microsoft Search Network are new search queries²

1. comScore qSearch, Explicit Core Search (Custom), U.S. March 2020. 2. Microsoft internal data, U.S., August 2020.





Where Do Microsoft Ads Show?

Microsoft Advertising search partners

Managed partners, carefully vetted to bring you quality traffic

Owned and operated		Search partners	
MICROSOFT ADVERTISING PROPERTIES EXAMPLES	VERIZON MEDIA PROPERTIES EXAMPLES	MICROSOFT ADVERTISING SEARCH PARTNERS EXAMPLES	VERIZON MEDIA SEARCH PARTNERS EXAMPLES
Bing Microsoft Edge Windows Skype msn Cortana Outlook	YAHOO! Aol.	DuckDuckGo Qwant Gumtree ECOSIA CBS Interactive THE WALL STREET JOURNAL.	Forbes WebMD Dictionary.com

DJIA 30214.07 0.48% ▲

S&P 500 3705.65 0.37% ▲

Nasdaq 12584.72 0.52% ▲

U.S. 10 Yr 2/32 Yield 0.907% ▲

Crude Oil 45.60 0.35% ▼

Euro 1.2107 0.02% ▼



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CIBT Education Group Inc. (MBA) [More Company Research](#)

Last	Chg	% Chg	Volume	High	Low
0.66	0.01▲	1.54%▲	46,500	0.69	0.65

UPDATED 12/08/20 07:40 AM ET Canada: Toronto

Mba - Take The Next Step - business.sdsu.edu/View-Programs/Enroll-Today

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The Fowler College of Business Offers a Variety of Top Ranked Graduate Business Programs. We Offer Flexible Schedules, Small Class Sizes, Financial Aid & More. Apply Online Today.

Showing 1-20 of 32

POLITICS

Georgia's Senate Runoff: How Will the Election Work, and Who Is Running?

By Valerie Bauerlein November 24, 2020 08:27 am ET

Georgia is holding runoff elections for both U.S. Senate seats on Jan. 5, and the outcome will determine control of the Senate. Here's what we know about the runoff.



MARKETS

How a Coronavirus Vaccine Maker's Stock Went From Dud to Star

By Gregory Zuckerman November 13, 2020 07:00 am ET

BioNTech, the company developing a Covid-19 vaccine with Pfizer, almost couldn't get its IPO off the ground last year. After a dramatic shift of fortune, the company is now worth more than \$24 billion.

Appeared in the Nov 14, 2020, print edition as 'Stock of BioNTech Basks in Glow of Covid Vaccine'



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4. Long a Holdout From Restrictions, Sweden Ends Its Pandemic Experiment



5. U.K. Begins Rollout of Pfizer Vaccine in a First for the West



RECOMMENDED VIDEOS

1. U.K.'s Covid-19 Vaccine Rollout Serves as Test Case for the West



2. Delivery-Only Ghost Kitchens Are



Decorative graphic in the top-left corner consisting of overlapping orange and yellow circular shapes.

What Is The Time/Effort Commitment?

Decorative graphic in the bottom-right corner consisting of overlapping orange and yellow circular shapes.

Direct Campaign Import From Google

- Very straightforward process
- Can set it to sync on a regular schedule

Decorative graphic in the top-left corner consisting of overlapping orange and yellow circular shapes.

Excellent Performance

Decorative graphic in the bottom-right corner consisting of overlapping orange and yellow circular shapes.

Improved Performance on Microsoft Ads

- Fewer competitors in auction
 - Lower cost/click (CPC)
- High percentage of desktop users
- Higher conversion rates
- Lower cost/conversion (CPA)

Improved Performance on Microsoft Ads

- A couple examples (Jan. 1 – Mar. 9, 2021):
 - General Undergrad Degree campaign
 - Google Ads CPA – \$84.71
 - Microsoft Ads CPA – \$53.12
 - BS Bus. Mgmt. Degree
 - Google Ads CPA – \$224.41
 - Microsoft Ads CPA – \$97.12

In Conclusion: When Do Microsoft Ads Make Sense?

If you're looking for:

- Incremental growth of your paid search efforts
- More desktop users
- Users Google doesn't reach
- Full visibility into user queries
- Increased efficiency of acquisition efforts



Thank you!