

## A Emperor Joining Forces With A Prince. Is It A Game Changer?

Bing is returning supplemental results on FaceBook Search for "Decorative Parking Lot Lighting" on FB.

1. Facebook took off fishing filters and no follow tags.
2. Facebook posts showing up in Google SERP's (search engine results page) \*([Discount Ramps](#)) Rank #25.
3. Facebook wins patent for click-behavior based search engine algorithm "Ranking search results based on the frequency of clicks on the search results by members of Facebook's social network. The application was filed by Facebook back in 2004 and has been awarded in the last couple of months.
4. Facebook is developing a browser to keep their users on Facebook.

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Twitter Results are now showing up in Google SERPS \*([Discount Ramps](#)) Rank #15.

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## How to Optimize for Bing

### Pages were Published in December 2009

Domain	Keyword	Google.com position	Yahoo (United States) position	Bing position
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial lighting	143	31	14
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	commercial industrial lighting	92	8	9
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial Lights	104	9	11
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial light	158	37	18
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial fluorescent lighting	32	3	3
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial fluorescent lights	64	4	3
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial fluorescent light	40	4	4
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial lighting fixtures	64	6	11
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	Industrial Light Fixtures	44	12	12
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial lighting products	79	7	10
<a href="http://www.rlldesign.com">www.rlldesign.com</a>	industrial lighting systems	46	8	3

SEO is fundamentally about creating websites that are good for people. The most basic advice I can give for achieving optimum rank for your site in Bing is to do the following:

**Configure [WordPress](#) to deliver blog posts and static pages optimized for Bing. (Bing does not like blogs because of pulled feeds, blog link structure (pages archived by the month).**

### Content Is Also King At Bing

- **Make sure your content is original and engaging.** According to this recent Bing Webmaster blog post, "rich informative content written for people is what "bingbot" looks for and values the most." So listen to Bing, and bolster your website with such content as helpful top 10 lists, timely blog posts, and relevant images. The more good information you have, the more people will link to your site, which will also boost your Bing rankings.

- **Make your website text-based.** While you can certainly incorporate rich Internet applications like Microsoft Silverlight and Adobe Flash into your site, know that they can hurt your Bing rankings. These applications keep Bing and many of its users from detecting your content, which Bing doesn't like. So keep your website simple with information that everyone can easily access.
- **Fill your pages with the appropriate keywords.** Create lists of keywords that accurately describe each page on your site. Then narrow down each list to the few best keywords (per Bing's advice). Use the keywords in your pages' body text, headline and title tag. Also, practice keyword optimization and make sure to include your keywords in the anchor text of links from other pages of your site. Keywords in alt text, text *around* images, image name, page titles
- **Design your site with a flat hierarchy.** Make sure that none of your website's pages are more than three clicks away from your homepage. If you make it difficult for users to return to your homepage, they will become frustrated. Bing doesn't want users to become frustrated, and it will thus penalize you for poor navigation.
- **Seek out links from high-quality websites.** Bing states that the more links you have from *high-quality, related websites*, the better your site will be indexed and ranked by Bing. It provides seven tips for attracting these types of links, including putting out press releases, joining a reputable industry association (**RLLD belongs to IES IALD**), asking your business partners and suppliers to link to your site on their site and submitting your site to article directories like [Isnare](#).
- **Use Simple URL's.** Convert URLs into SEO friendly structure. You might also have trouble getting your site indexed in Bing if your pages' URLs are complicated. Make sure your domain and subdomains are relatively straightforward, and that your blog post permalinks concisely describe your posts' content.
- **Get rid of broken links.** Bing specifies in its Webmaster Center that it may not be able to index websites with broken links effectively. If it can't index your site effectively, then your content might not appear in the Bing results for your SEO keywords.
- **Optimize Your Images.** Popular and reliable photo sharing hosting (e.g. Having your images in Flickr helps in bing image optimization. It's very important to optimize the images in your website because you may get a lot of traffic from search engines, if you properly optimize your images).
- Create XML sitemap and sign in to [Bing Webmaster Tools](#) and verify ownership. This resource includes technical advice for optimizing your website, a blog devoted to Bing SEO, and a tool for submitting sitemaps. By reading this site regularly for updates, you will have a competitive advantage over your fellow webmasters. If you ever have any questions about Bing SEO, you can always post your inquiry in the active "Indexing and Participate on [Bing's Webmaster Forum](#)

### Additional Optimization Strategies For Bing

- Avoid duplicate content.
- Use simple and readable sentences
- **Don't use excessive keywords WDR 1.3% optimal 350 – 450 words plus navigation.**
- Subscribe to Bing's Blog [RSS Feed](#).
- Keep the size of XML file to be maximum 10 MB compressed.
- Preferred image formatting – jpg
- Reasonable image file size
- Limited number of images per page
- Popular and reliable photo sharing hosting (e.g. Flickr helps in bing image optimization. It's very important to optimize the images in your website because you can get a lot of traffic from search engines, if you properly optimize your images
- Bing places more weight to anchor text, alt text & external back links as opposed to internal links.

### Title and Meta Tags

- If you don't adhere to it then your website will not be listed in search results.

- The closer the word is to the start of the title tag, the more heavily weighted it is as a keyword. This is true for the bingbot as well as a human reader.
- Keep the title text to no greater than 65 characters in length.
- For greatest efficiency and consistency, write titles using this syntax: keyword phrase, category, subcategory. (*Commercial Lighting >>Parking Lot Lighting>>Decorative Lights*)
- Make the title text unique on every page
- Don't use any of the following special characters in title text: "<>{}[]()".

### **Description Meta Tags**

- Create unique descriptions for each page, using keywords specific to that page
- Keep the description text between 25 and 150 characters in length
- Do not copy title tag text content as a description; this is a wasted opportunity to develop more keywords and adds no value
- Make the description text unique on every page
- Don't use any of the following special characters in description text: "<>{}[]()".

### **Domain Age**

- Domain age seems to be an important factor in Bing – the older, the better.