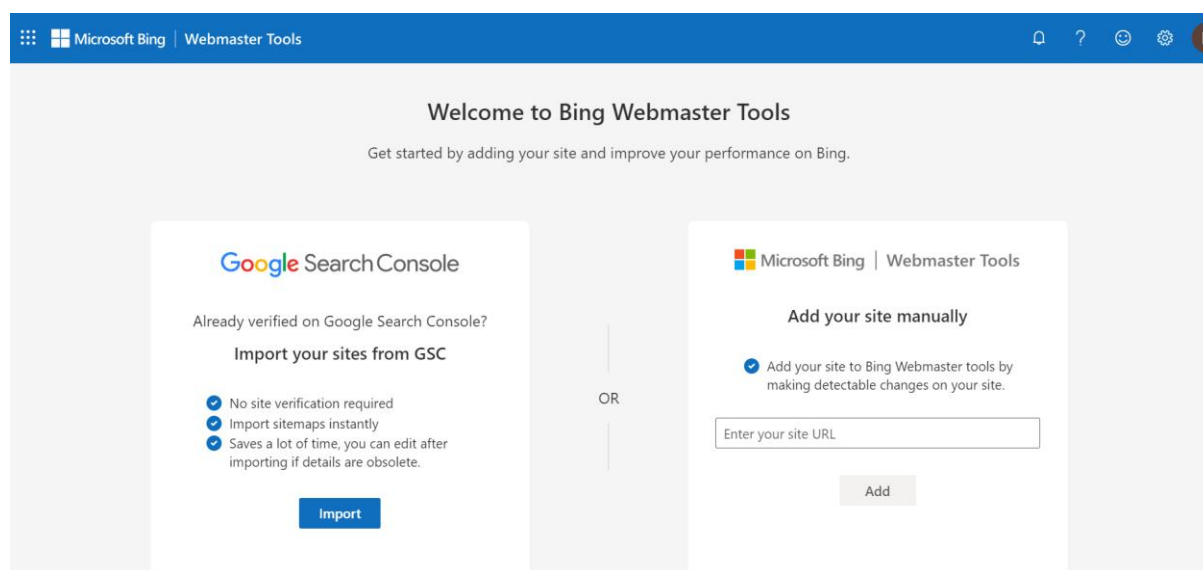


# How to Add a Website to Bing Search Console?

New to Bing Webmaster Tools? This checklist can help you get started. Steps 1 and 2 will get you up and running, while steps 3 and 4 are optional, but highly recommended.

## Step 1: Open a Bing Webmaster Tools account

Go to the [Bing Webmaster Tools sign-in or sign-up](#) and open a free Bing Webmaster Tools account. You can sign up using an existing Microsoft, Google or Facebook account. Alternatively, you can create a new Microsoft account for your Bing Webmaster Tools account; just select Microsoft as the convenient account and click on Create one in the next step.



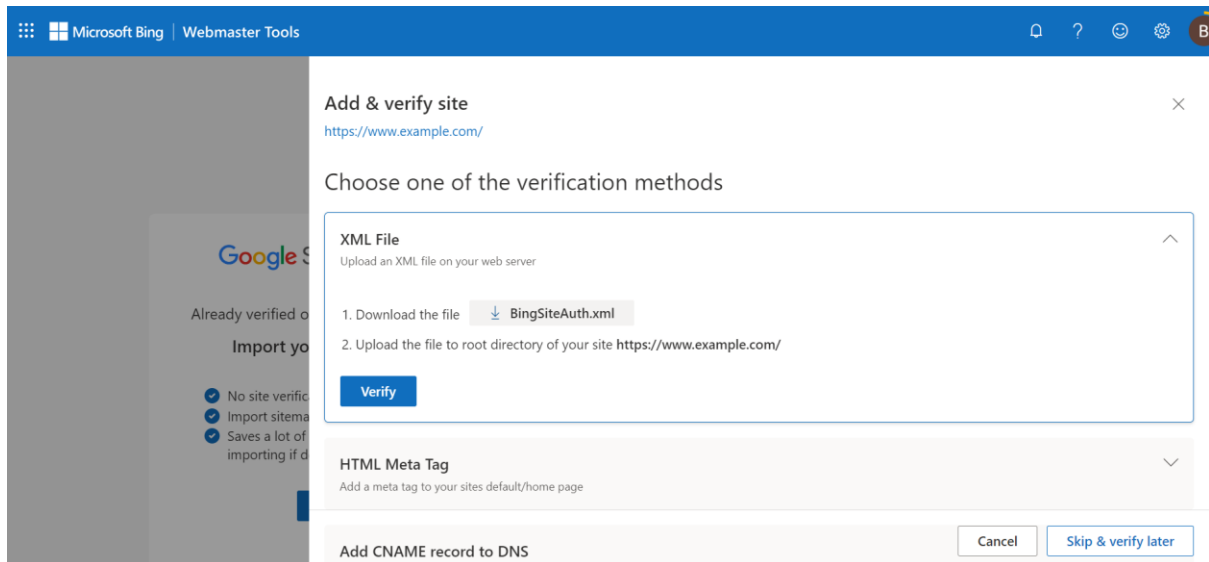
## Step 2: Add & verify your website

Once you have a Bing Webmaster Tools account, you can [Add Sites](#) to your account. Next, you need to verify that you are the owner of the website. Check the Add and Verify Site section in the left Navigation to get step-by-step instructions on how to add and verify your website. There are multiple [Ownership Verification methods](#); click on the option best suited to your site's properties and follow the on-screen instructions. You can add multiple sites and manage access level permissions through the [User Management](#) feature.

If Bing Webmaster Tools is able to verify your site, you will see a green checkmark and a message saying that your domain is successfully added to Bing Webmaster Tools. If you see a red cross mark, look at the error message to check the site verification issue. Resolve the issue and try again



later. You can also delete an added site, but you will have to reverify the site in case you want to add it again.



## Step 3: Create and upload your sitemaps

[Adding Sitemaps](#) is a great way to tell Bing about URLs on your site and Bing supports different formats:

- XML Sitemaps and XML Sitemap index files (as specified by [www.sitemaps.org](http://www.sitemaps.org))
- Atom 0.3 and 1.0
- RSS 2.0, and
- Text files (containing one URL per line)

There are many tools that can help you create sitemaps. You can start with a tool which best meets your needs. The sitemap typically lives at the root of your domain; if your domain is *www.contoso.com* (for example), its sitemaps location will be *http://www.contoso.com/sitemap.xml*.

After uploading your sitemap to the server, you can tell us about it through your Bing Webmaster Tools account. Refer to the [Sitemaps](#) section in the left navigation for more details.

## Step 4: Create a search optimization plan

Use your Bing Webmaster Tools account to make your search engine optimization (SEO) plan easier. In the left navigation of the Webmaster Tools, under SEO, you can see a list of tools to help you in tasks like investigating backlinks, keyword research and analyzing SEO errors for your website. SEO Reports will run automatically on any domain, which you have verified in your account, every alternate week. So, twice a month (on average) you will get fresh reports with



suggestions about the areas you need to address to improve SEO ranking. If your domain has been verified recently, you may need to wait a few days to get these reports.

## Webmaster Tools & Features

This section in Bing Webmaster Help and How to corresponds to the new and refreshed Bing Webmaster Tools portal.

Once you have created Bing Webmaster Tools account, you can [Add and Verify Sites](#) manually or import already verified sites from Google Search Console to enjoy full benefits of all the features of Bing Webmaster Tools portal.

The help documentation contains separate pages for each feature, which correspond to the features in the current Bing Webmaster Tools. The new portal provides the following reports:

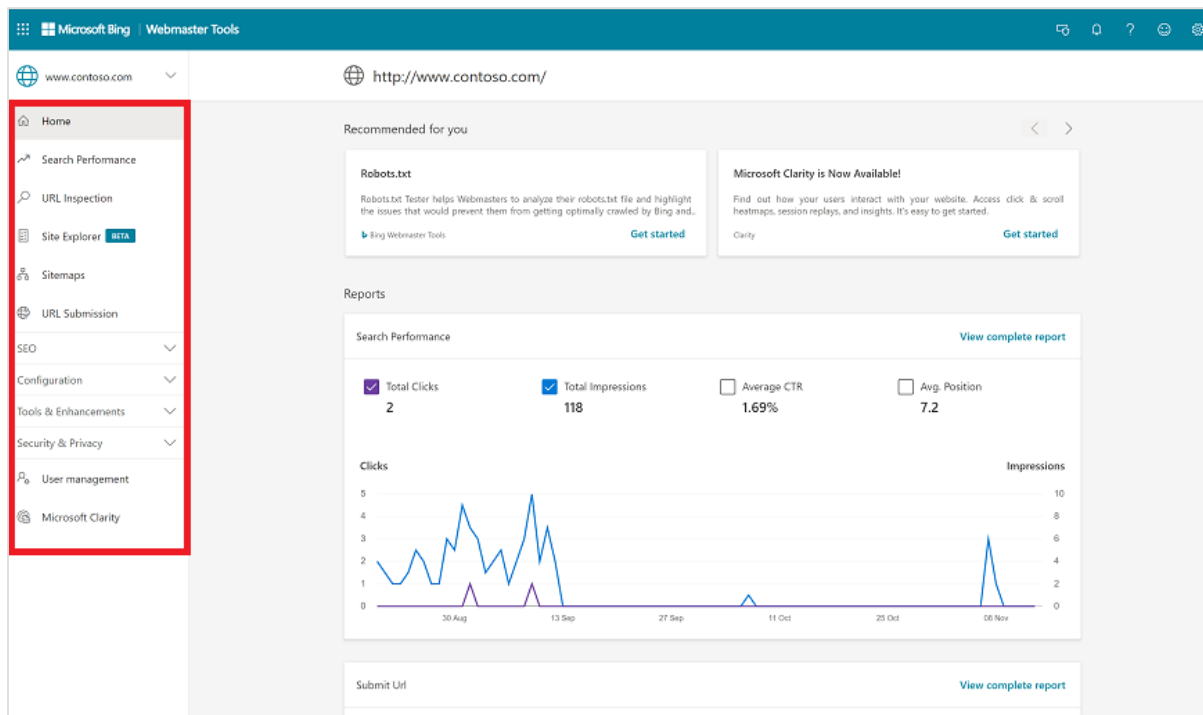
1. **Home** – Summary of all the reports and tools available for webmasters and site owners. Please note that the reports are generated only after 48 hours of collecting and processing the necessary data.
2. **Search performance** – The Search performance report allows you to monitor traffic coming to your site from Bing search. It displays the clicks and impressions detail per page and also per keyword; and the trend of these statistics for the last 6 months. The Page traffic and Search keyword reports are also integrated into this report.
3. **URL inspection** – The URL inspection feature enables you to inspect Bing's indexed version of a specific URL, or the version of your website that has potential indexing issues related to crawling, processing content, adhering to Bing Webmaster guidelines, and SEO and schema issues.
4. **Site explorer** – The Site explorer tool provides a unique view of your website. You can navigate through the site structure, as well as identify and discover insights and issues with URLs such as redirects, crawl issues, disallowed by robots.txt etc.
5. **Sitemaps** – The Sitemaps report shows details about all the sitemaps known to Bing for a site, and also the crawl and processing stats. It allows you to submit new sitemaps and resubmit the already known sitemaps in a single click.
6. **IndexNow** – The IndexNow tool is an easy way to inform Bing and other search engines about the latest content changes on your website for instant crawling. Whenever you add, update or delete content, this tool will ensure that search engines prioritize crawls for these URLs, index them and reflect the change in search results.
7. **URL submission** – The URL submission feature allows you to submit URLs for potential immediate crawls and indexation. It also displays the history of URLs submitted by you (as webmaster or site owner) recently.
8. **Backlinks** – The Backlinks report generates information about your site's backlink profile, including the total number of referring pages, referring domains and anchor texts. You can also use the integrated Disavow Links tool to submit page, directory, or domain URLs that may contain links to your site that seem "unnatural", or appear to be from spammy or low-quality sites.



9. **Keyword research** – The Keyword research feature allows you to check the phrases and keywords that searchers are looking for in Bing Search, and their corresponding search volumes.
10. **SEO reports** – The SEO reports feature provides some of the most common page-level recommendations to improve your site's ranking. These recommendations are based on a set of SEO best practices to help you get started. The SEO best practices are a set of guidelines, designed to help improve your website's search engine rankings.
11. **Site scan** – The Site scan feature is an on-demand site audit tool, which crawls your site and checks for common technical SEO issues. Fixing these issues will make your website search engine and user friendly.
12. **Crawl control** – The Crawl control feature allows you to exert control over the speed at which Bingbot makes requests for pages and resources on your website.
13. **Block URLs** – The Block URLs feature allows you to temporarily block page and directory URLs as well as cached pages from showing up in Bing Search results. This is useful as it buys you time to make the necessary changes to metadata of a page or to take a page down.
14. **Robots.txt tester** – Robots.txt tester helps you to analyze the robots.txt file, and highlights issues that are preventing your site from getting optimally crawled by Bing and other robots.
15. **Verify Bingbot** – The Verify Bingbot feature allows you to check whether an IP address belongs to Bingbot.
16. **User management** – The User management feature allows you to add other users to your website in the Webmaster Tools with different levels of permissions.
17. **Microsoft Clarity Tool** – Microsoft clarity is a free-to-use analytics product, built to help website managers improve their website experiences by understanding site visitor's behaviour in a better way.

You can navigate between the features using the navigation menu on the left panel, and the site for which you want to see the details, from the dropdown list on top of the feature navigation buttons.





Additionally, the new portal also has the following elements:

## Alerts and notifications

Alerts and notifications can be accessed by clicking on the bell icon in the header bar. It contains all alerts and messages that you have received from Bing about your site.



If you are managing multiple sites within your account and you have received messages for more than one site, you can filter your messages by site using the filter by site dropdown and selecting a site. You can also filter the message based on the issue type. Bing Webmaster tools sends the following types of notifications:

- **Crawl issues:** Alerts about errors we encountered while crawling a site that is part of your Webmaster Tools account.
- **Index issues:** Alerts about indexation issues on a site that is part of your Webmaster Tools account.
- **Account related:** Alerts sent to you by the administrator about your Webmaster account.
- **Promotional:** Messages or notifications of upcoming tools/features in Bing Webmaster Tools.

 **NOTE**



To stay updated on issues, we recommend you set up your email preferences to receive daily digests delivered to your email inbox. You will get a digest of all new and unread messages in your inbox, organized by site. You can enable it by modifying your communication preference in the Settings page, accessible through the header.

## Settings

The settings tab allows you to set your webmaster communication preferences, display language settings and manage Google Search Console account access. To open the settings page, click on the settings icon in the header.



In order to receive alerts via email, you must give permission to Bing Webmaster Tools to email you by enabling the Receive Communication field. You can also select the frequency of emails you would like to receive, and the issue types you would like to be sent emails about.

You can also manage Bing Webmaster Tools access to your linked Search Console account. You can remove the access by selecting to disconnect the account access. If you perform this action you will need to reverify the previously imported sites, either manually or by importing from Google Search Console again.

## User profile

The profile tab allows you to add, update or delete your profile information known to us. To open the user profile page, click on the profile icon in the header.



Open any of the dropdowns, Personal details or Professional details, to edit the information and click on Save. You can also delete your account, which will delete all the data that we have about you and your sites, using the Manage account dropdown. This action is irreversible, and you will need to recreate the account and reverify the sites to gain back access to your sites' details. You can also export your account details in JSON format.

