What you get from Bing WebmasterTools

NEED MORE ANSWERS?

See all Help topics
Contact support

Bing shares a great deal of data about your website through our Webmaster tools. The information shared via our tools helps you understand dhow Bing sees your website and allows you to make informed decisions on what to work on next for your website. Our data can pinpoint errors on your website, content which is accidentally blocked form crawling, uncover areas for you to invest in to increase rankings and traffic, and more.

You gain access to tools which enable you to control how Bing interacts with your website as well. From the ability to remove content form our results index, to establishing crawl rates throughout the day to granting permissions for individuals to access your site's data, the Bing Webmaster tools offer ways for you to tell us how you want to manage the relationship.

Your Webmaster tools account is also the location to control advanced features such as Tiles, Crawl Delay and your Deep Links. As these features become available to you, options will appear in your account allowing you access to the Bing controls over these functions. This can help you gain exposure and manage what searchers see when your site appears in query results.

The depth of data we can show you about your website is impressive. Almost 100% of our data is exportable, allowing you to manipulate the data in excel any way you choose. When logged into the webmaster tools, you can see data on:

- Page crawl stats summary help you see how Bing is crawling your site quickly
- Crawl error stats helps you quickly uncover any 300, 400 or 500 codes Bing has encountered when crawling your URLs
- Crawl details
    - http codes reports detail which codes we're seeing and on which URLs
    - Malware detected warning alert you to any issues Bing sees on your website related to malware
    - Robots.txt exclusions can show you areas of your site blocked by your robots.txt file that you may want us to crawl
- Index coverage
    - A graphical summary allows you to easily see how Bing indexes your website
    - Dig deeper to check on which actual URLs exist in our index
- Inbound external links
    - By URL (up to 20,000 inbound links/URL)
    - See which words are linked on inbound links (anchor text)
- Traffic
    - Summary report w/6 months history
    - Query term searchers used to find you
    - See which URL ranked for a searcher's query
    - See how often your URL appears in the search results for a given query; the number of impressions
    - See how often your URL is clicked for a given query in the search results
    - See your average Click Through Rate (CTR)
    - See your Average Impression Position
    - See your Average click position

In addition to all the reporting and information the tools can provide, Bing Webmaster brings you detailed documents and videos which help you learn how to properly optimize your website, understand the latest changes in search and how they affect you and guidance on important topics such as keyword research and link building. Bing Webmaster will help you build a better product.