How Bing is different from other search engines

NEED MORE ANSWERS?

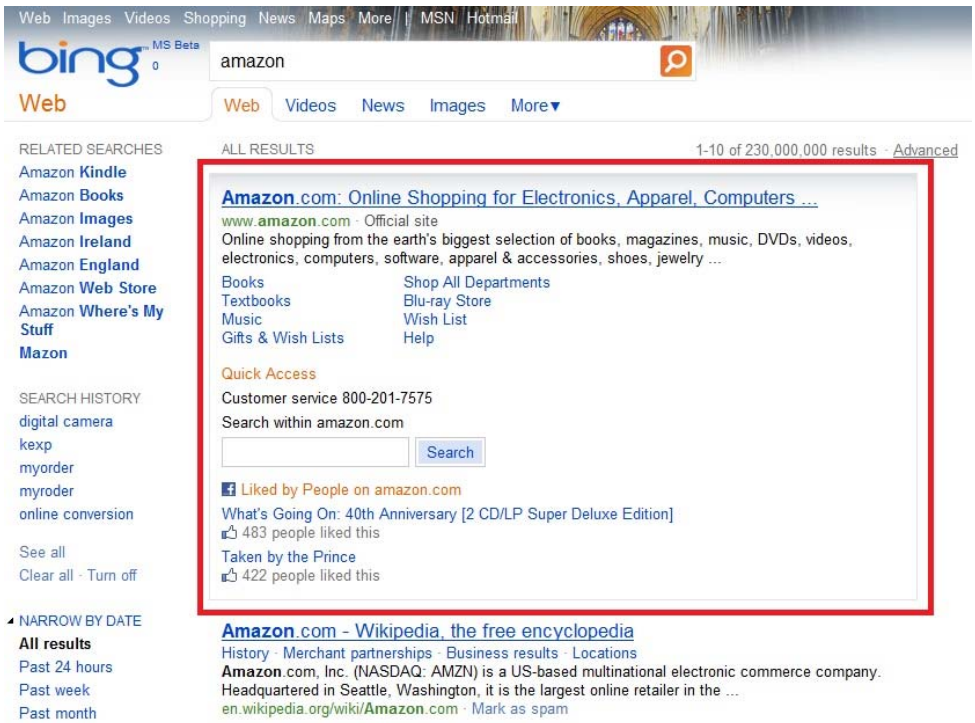
See all Help topics
Contact support

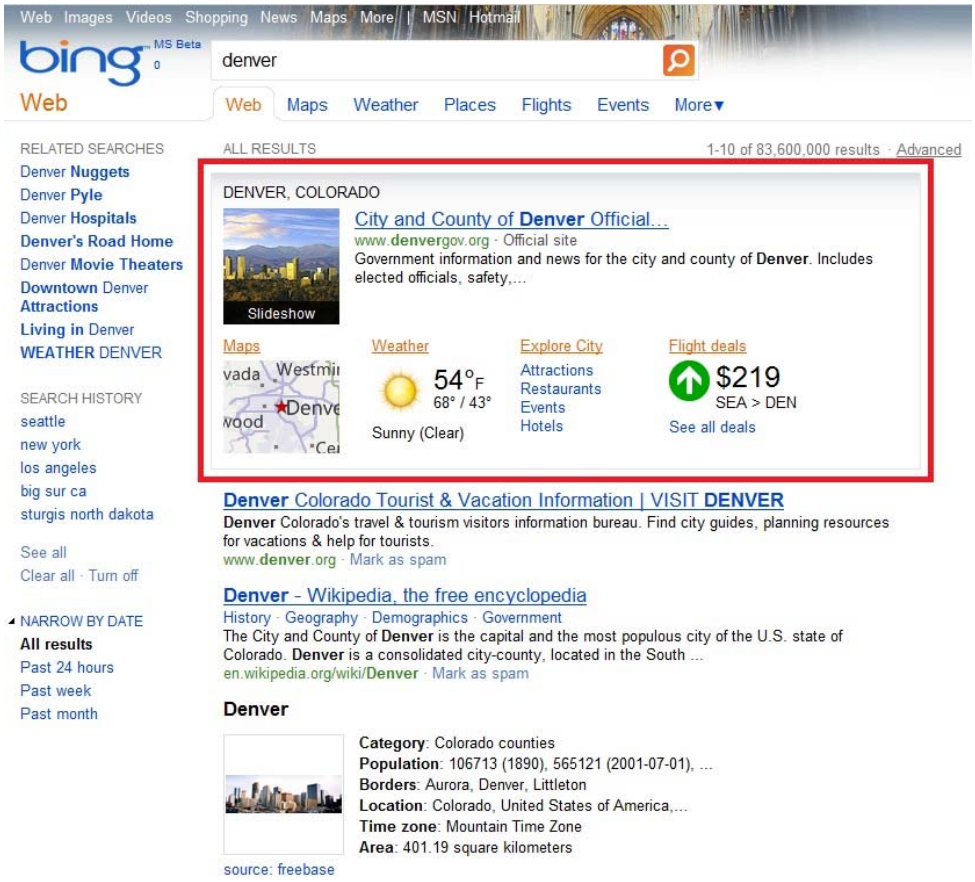
The goal of Bing is to help searchers with complete tasks faster. This means finding the right content to answer a given query. That content can take many forms: text, videos, ratings and more. Our goal remains the same in all instances, however. Bing helps searchers complete tasks with fewer keystrokes and clicks.

We are very visual and highly aligned to helping people complete common tasks online. From our unique, daily home page imagery, to our helpful search page features, Bing brings data about your query in a clean, easy to view package. This visual alignment works well for humans as most are visual learners. In short, visuals make things easier for us. This visual alignment also works well in our increasingly important mobile world. With limited space on the screen, and other influences competing for a searcher's attention, a visual experience works very well in the mobile environment.

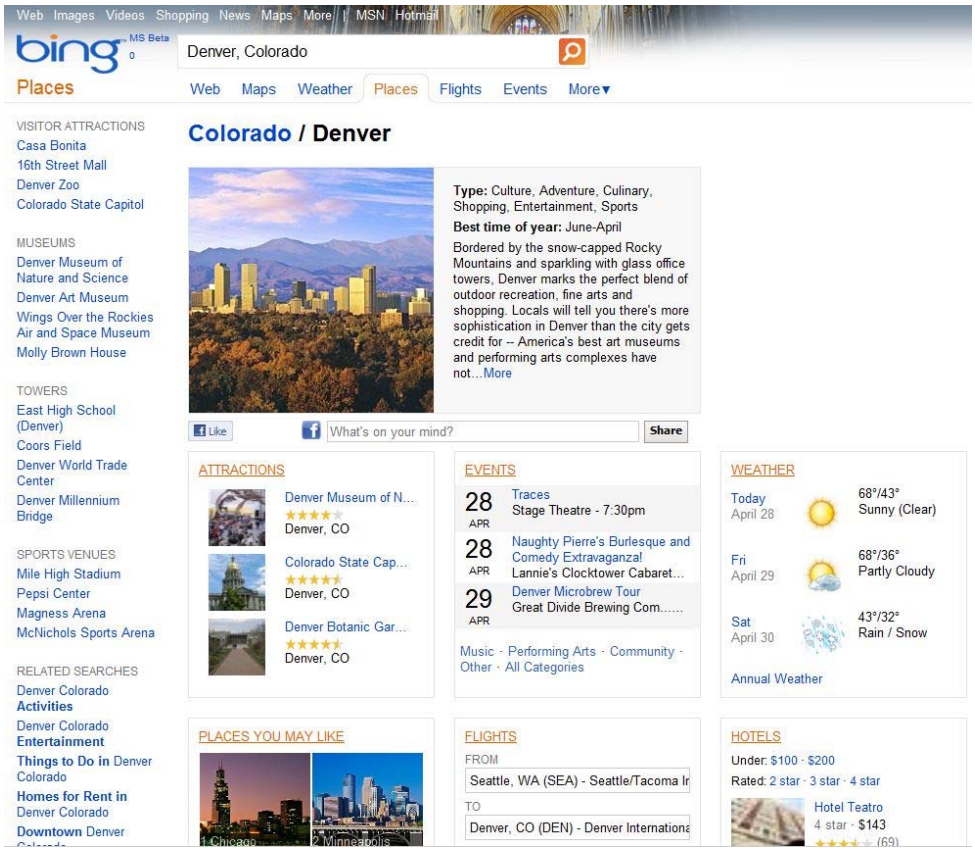
Bing offers a number of interesting features which showcase results, or group them for logical viewing by searchers:

Our **Enhanced results** give searchers deeper information about a query, from a trusted source. This richer experience enables searchers to get closer to their intended goal with fewer searches, and offers excellent exposure to sites appearing in this manner for popular queries.



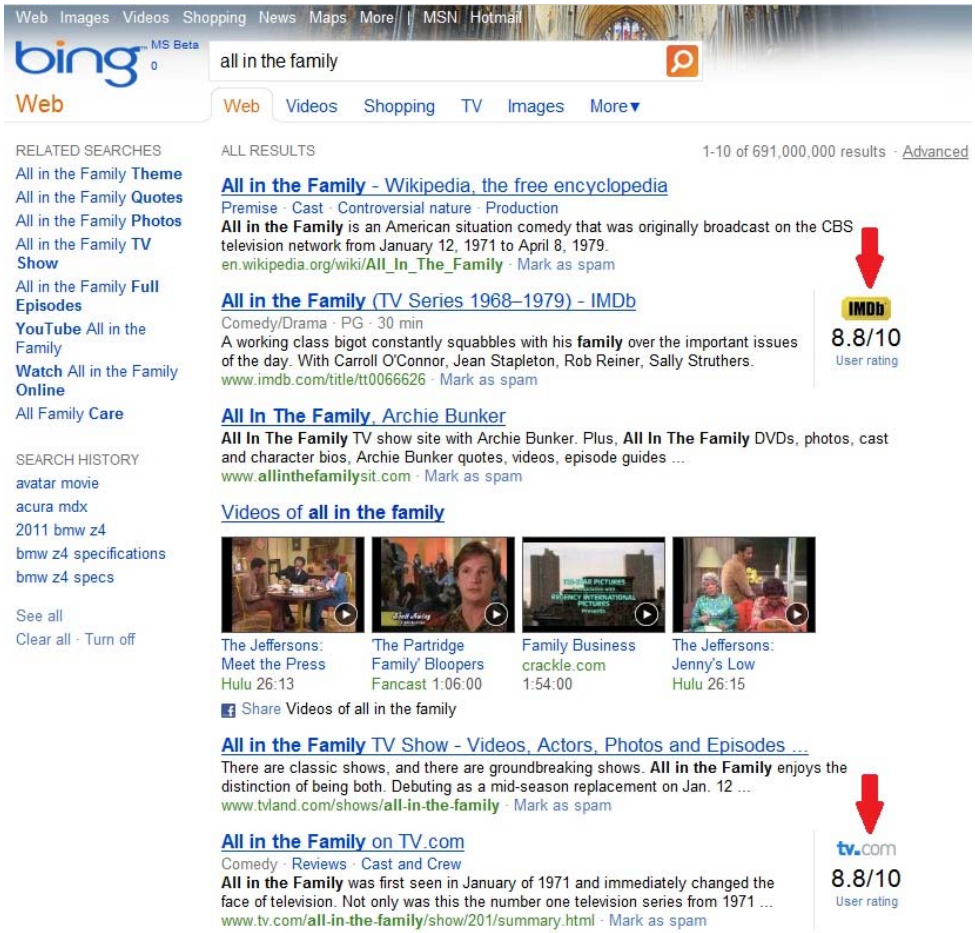


The **Places** tab of information, which showcases useful information related to a location. From a simple place name query, Bing returns official location information, suggestions on when is best to purchase airfare, rating on local hotels, nearby attractions, events, weather and more. Searchers can learn everything they need to plan a successful trip from one location.

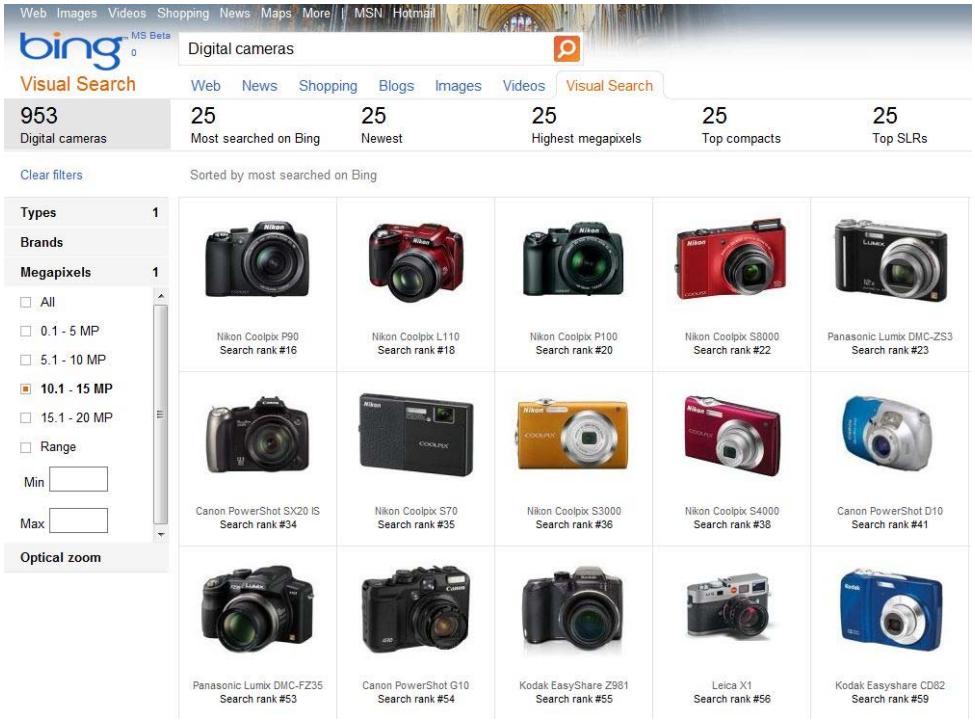


Tiles are a unique way for select businesses to offer richer information about the result returned.

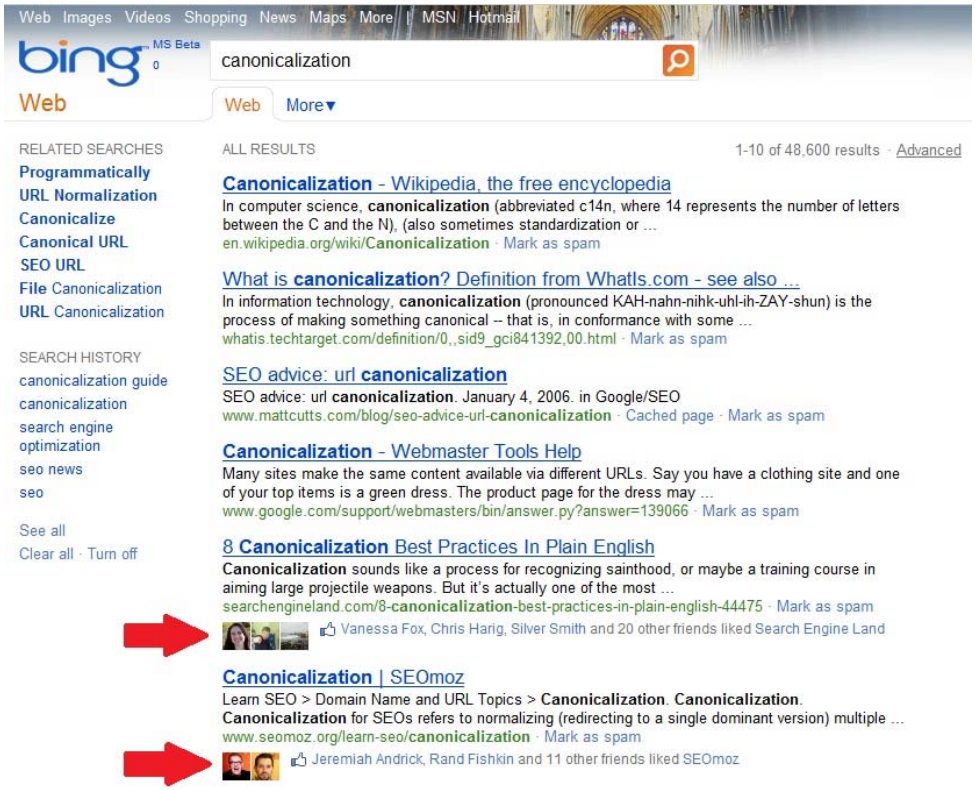
Shown to the right of a query result, the Tile enables websites to showcase select data, offering a much deeper answer to a searcher's query. This is a beta program and like all beta features, may or may not make it through to full production.



Visual Search is a way for searchers to find what they are looking for simply by looking at images and clicking the one that matches their intent. An excellent feature for finding that item you saw on TV in a commercial, but cannot quite recall the name of. Visual Search makes it easy to narrow down your search quickly to find just the item you were after. With built in filters along the left rail, searchers can quickly narrow down their options to see exactly what they are looking for.



Social media plays an increasing role in which search results are returned. Beyond simply showing related information from social media outlets (Likes, posts and Tweets), Bing enables an immersive experience which blends your Facebook community with our search results. As your friends share information, Bing can return that information when you search online, giving you real-time pointers of what your friends think about the topic you are searching. This is a powerful way to help ensure results a searcher sees are highly relevant to them. Our friends help us make decisions every day in life. Now they help when you search.



© 2012 Microsoft Privacy Legal Advertise About our ads English (United States)