

Bing Webmaster Tools Setup Checklist

Connect your site, confirm discovery and check indexing separately. Use the steps that match your existing setup.

Connect and Verify

- ☐ Select the correct site and canonical HTTPS address. Keep www and non-www choices consistent with your website.
- ☐ Import a verified Google Search Console property, or add the site manually and follow one offered ownership method.
- ☐ Keep the chosen ownership proof in place. DNS, an XML file or a meta tag each needs to remain accessible.
- ☐ Open the sitemap URL. Submit the index only if Bing does not already know it; an existing Success row needs no duplicate submission.
- ☐ Open Sitemap Index Coverage. Separate processing success from indexed URLs and investigate relevant issue rows.

Enable Change Notifications

- ☐ Use one IndexNow integration. In Rank Math, enable Instant Indexing; use Advanced Mode if its settings are hidden.
- ☐ Check eligible post types and the hosted key. The key location should return the expected key, without a login or browser challenge.
- ☐ Check the response after a normal content update. 200 means submitted; 202 means key validation is pending. Neither guarantees indexing.
- ☐ Open Bing IndexNow, find the recent URL and view its crawl and index details. The list is a sample, not a complete submission log.
- ☐ Inspect the homepage and a representative content URL. Compare Bing Index with Live URL before requesting a recrawl for a corrected page.

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Review Checklist

Keep the reporting period consistent. Investigate a specific URL before making site-wide changes.

Search and Technical Review

- ☐ Search Performance: choose a period and search source, then review Keywords, Pages, Device and Country. Compare similar periods.
- ☐ Judge CTR alongside query intent and average position. There is no universal percentage at which every title needs rewriting.
- ☐ Site Explorer: open important folders and inspect unexpected excluded, redirected or error URLs.
- ☐ Recommendations: open the explanation and affected examples. Confirm the cause before changing a plugin or server setting.
- ☐ Site Scan: review an existing report and remaining quota before starting another scan. Separate errors, warnings and notices.
- ☐ Robots.txt Tester: test the exact path and user agent. An Allowed result is permission to crawl, not a promise to index.

AI Citation Review

- ☐ Choose the same period in AI Performance. Review cited Pages and the associated Grounding Queries before planning a content change.
- ☐ Treat grounding queries as retrieval phrases, not transcripts of full user prompts. Query-page relationships can be many-to-many.
- ☐ Use Intents, Topics and Citation Share as context. A share is relative to citations for that query, not traffic or a quality score.
- ☐ Use Compare and export the data when useful. Missing sampled rows do not prove zero visibility, and changes do not prove causation.
- ☐ Keep Bing citations separate from Google Generative AI impressions and from analytics visits or conversions.