Yahoo! Bing Network brings a smarter search for your fresh content and press releases

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SAN FRANCISCO (RPRN) 09/04/13 — Reports of Yahoo!'s jump ahead of Google for web traffic made headlines everywhere a couple of weeks ago. To recap, the research firm comScore reported that Yahoo! logged 196.6 million unique visitors in July, compared with Google's 192.3 million for the same month. This is the first time since May 2011 that Yahoo! has been in the number one position. To add to that, the Yahoo! Bing Network reports that since September 2012, they have added "1 million new unique searchers and 2.3% search share to now represent 153 million unique searchers and 30% search share in the United States. An astounding 31% of those unique searchers do not use Google." Now that the Yahoo! and Bing have been merged as one search tool, it will be exciting to see how this plays out.

Along with the recent acquisitions and revamps of their products, Yahoo! has been forming partnerships to fortify their market position. Their collaboration with Apple will marry Bing and Siri when Apple releases iOS7 this fall. iPhone, iPad and iPod touch users will be able to use Siri to find what they want quickly and accurately.

Why is this important to you?

With the Yahoo!-Bing transition completed, you'll need to brush up on your content guidelines for Bing to achieve maximum views. Here is a quick overview:

Bing seeks good content. *Fresh content.* Your content should be easy to navigate to and rich enough to engage the visitor and provide them the information they seek.

Insert your links carefully. Bing prefers to see links grow organically. Don't participate in link farms and don't buy links. Manipulating links can cause your content to be delisted.

Social media has made a huge impact on search result ranking and an individual's social influence affects how followers will spread his or her content. Bing will look at how information is shared and how it can be ranked organically in the long run.

Bing will sit up and take notice when you are indexed. The Bing Webmaster guidelines discuss the techincal pathways for getting your content indexed using their crawler tools.

Know your SEO tactics:

Research what words bring users to a page. Build your content based on that.
There are no minimum or maximum number of words per page, but relevancy is important. Create content by anticipating the visitor's expectations.
Make your content unique and update it frequently. Don't copy and paste from other sources.

These may seem like simple tips, but they're important to keep in mind. Bing is looking to grow their search segment smartly, avoiding redundancy and trickery. It's a new search methodology that will foster organic growth and set the stage for Yahoo!'s new image.

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