

Preparing for Bing's UK Launch

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Even with the Bing's announcing it will be delaying its UK launch until Q1 2010 at the earliest it is still worth considering Bing as part of your online marketing campaign. Here are a couple of things to consider:

- It appears visibility results in Bing differ from [Google](#). Some websites have a great visibility in Google and not so much in Bing - other sites have the opposite. Websites that don't have the visibility will need to address this fact, whilst websites that do have good visibility will hopefully receive a boost new year traffic boost
- Bing's launch will now challenge Google to be even more cutting edge, as we have started to see from the integrated twitter search
- Bing is now using [Wolfram Alpha results within its search results](#). Another refinement that could give a boost in market share to both these Google competitors. It will be really interesting to see how Bing applies it, because it will provide very accurate responses to technical questions, but it may take time for the results to load. Bing may need an infrastructure update similar to Google's Caffeine update that will be launched shortly
- Bing's offline marketing will challenge Google to market their brand in areas that it might not feel so comfortable
- Just like Ask have been running [PPC](#) campaigns on Google, and offline campaigns in the tube, etc, but has that helped their market share.
- Ultimately it doesn't matter how much you spend on marketing if your product does not deliver. Bing needs to make sure it is consistently return valuable, relevant results to confidently challenge Google ? for generic and niche terms. Otherwise this will all be in vain.
- In actual fact will Bing eat into Yahoo! and Ask's market share instead of Googles

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