

THE GOVERNMENT CONTRACTOR'S

BING OPTIMIZATION CHECKLIST

10 steps to get found by government buyers — on Bing search and inside Microsoft Copilot.

85%

of U.S. government office productivity software runs on Microsoft

13–18%

of U.S. desktop searches happen on Bing — an all-time high

\$6B+

GSA OneGov deal rolling Microsoft Copilot across federal agencies

Government desktops default to Edge + Bing — and Copilot answers straight from Bing's index.

THE 10-STEP CHECKLIST

☐ 01 **Verify in Bing Webmaster Tools**

Import your verified site straight from Google Search Console in a few clicks.

☐ 06 **Publish procurement-stage content**

Answer the questions buyers research before a market research memo or RFI.

☐ 02 **Submit sitemap & adopt IndexNow**

Push new and updated URLs to Bing's index instantly instead of waiting on a crawl.

☐ 07 **Strengthen your LinkedIn page**

Microsoft owns LinkedIn — and LinkedIn content ranks prominently in Bing results.

☐ 03 **Use exact-match procurement keywords**

Work NAICS codes, contract vehicles, set-asides and capability language into titles and H1s.

☐ 08 **Open the door to AI crawlers**

Allow Bingbot in robots.txt, add an llms.txt file, welcome AI search crawlers.

☐ 04 **Deploy JSON-LD schema sitewide**

Organization, Service, FAQPage and Article markup — Bing leans heavily on structured data.

☐ 09 **Keep pages fast & crawlable**

Server-rendered HTML, compressed images, no copy trapped inside JavaScript.

☐ 05 **Claim your Bing Places listing**

Match name, address and phone exactly to your website and Google Business Profile.

☐ 10 **Measure Bing separately**

Segment Bing organic and Copilot referrals so you can watch the channel grow.

Want a Bing & AI-visibility audit of your website?

VISIONEFX shows you exactly where you stand — and what to fix first.

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