



MICROSOFT BING

[Bing.com](https://bing.com)



Microsoft Bing

What is Microsoft Bing?

- Is a web search engine owned and operated by Microsoft.
- It was launched in June 3 2009.
- The language used to develop Microsoft Bing is ASP.NET.
- Microsoft Bing is in 40 languages.
- It is a commercial web search engine.
- Generates it's revenue through online advertisements.

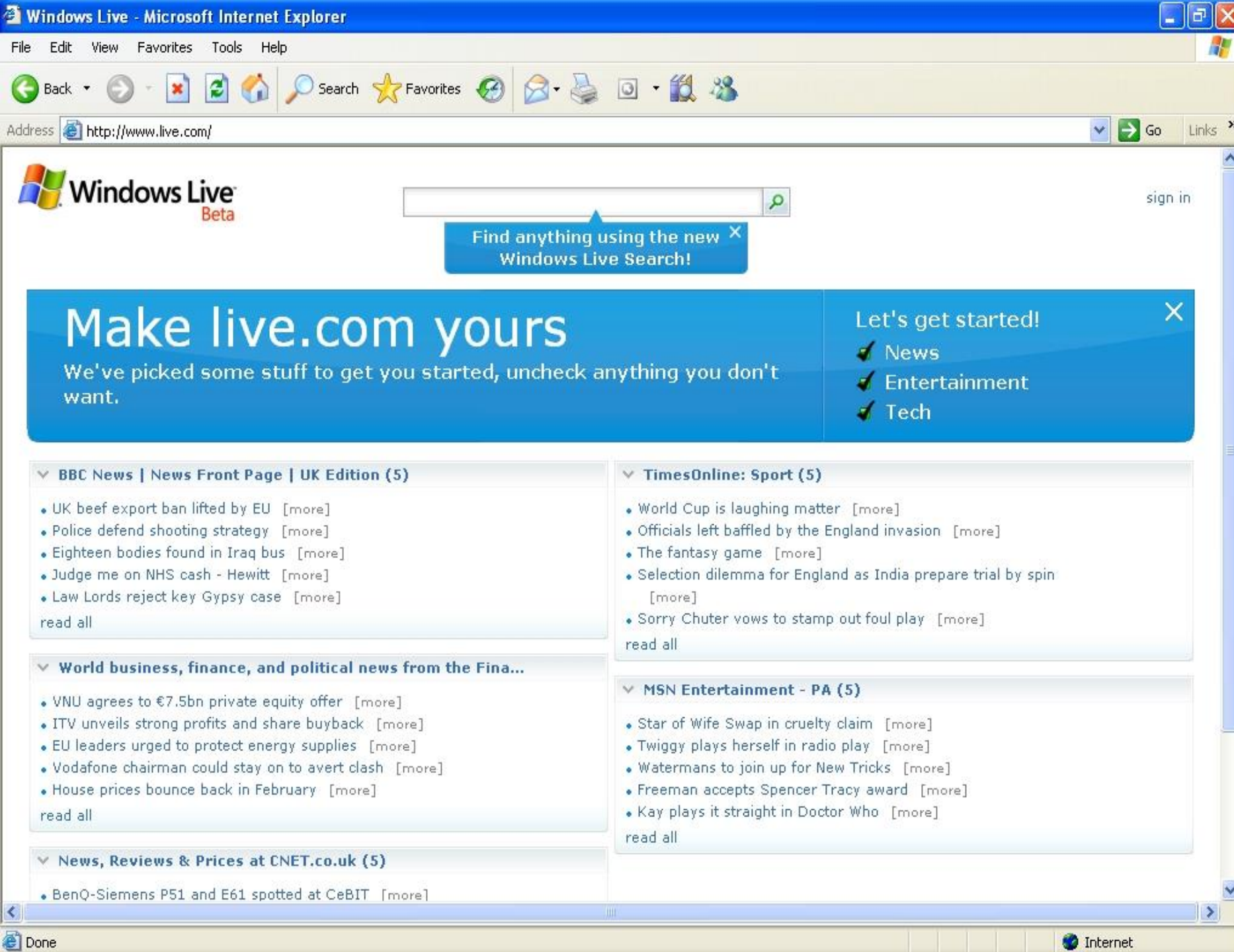
HISTORY OF MICROSOFT BING:

MSN Search

- MSN Search; was the first search engine launched by Microsoft in the third quarter of 1998 using

Search results Inktomi. Consisted of a search engine, index and web crawler.





Windows Live Search

- First public beta of Windows Live Search unveiled on March 8th 2006 and it final released on September 11th 2006 replacing MSN Search.
- Windows Live Search used search tabs that includes Web, News, Images, Music, Desktop and Microsoft Encarta



Live Search

- Microsoft announced Live Search on March 21st 2007 that it would separate its search developments from the Windows Live services family rebranding the services as Live Search

Rebranding as Bing



First Bing Logo



Second Bing Logo 2013



Third Bing Logo 2016

- Microsoft recognized that there would be a problem with branding as long as the word "Live" remained in the name. As an effort to create a new identity for Microsoft search services, Live Search was officially replaced by Bing on June 3, 2009.

Difference between Microsoft Bing and Google Search Engines:

GOOGLE.

- Google has a larger volume of searches.
- Google does not provide a lot of options in shopping and banking.
- Because of its prominence, Google comes out on top in terms of reaches.
- Google it is expensive.
- You can't get the most out of your audience if you use Google.

MICROSOFT BING.

- Bing has a smaller volume of searches.
- Bing offers a lot of data for both financial and retail services.
- Due to its lower popularity, Bing does not rank first.
- Because of Bing's low search traffic, it creates a less competitive market, making PPC more affordable.
- Bing enables you to get the most bang for your bucks to increase interaction.

Microsoft Bing Co-operated with Yahoo!

❑ On July 29, 2009, Microsoft and Yahoo! announced that they had made a ten-year deal in which the Yahoo! search engine would be replaced by Bing, retaining the Yahoo! user interface. Yahoo! got to keep 88% of the revenue from all search ad sales on its site for the first five years of the deal, and have the right to sell advertising on some Microsoft sites. All Yahoo! Search global customers and partners made the transition by early 2012.



Features of Microsoft Bing.

- **Third-party integration;** For example Facebook users have the option to share their searches with their Facebook friends using Facebook Connect.
- **Translator;** Bing Translator is a user facing translation portal provided by Microsoft to translate texts or the entire web pages into different languages.
- **Bing Predicts;** Bing Predict can help predict weather forecast, moreover it can help a user in words suggesting.
- **Webmaster Services;** Bing allows webmasters to manage the web crawling status of their own websites. Users may also submit contents which allows businesses to add business listings onto Bing Map and Bing Local.
- **Mobile Services;** Bing mobile allows users to conduct search queries on their mobile devices, either via the mobile browser or a downloadable mobile application.
- **Bing News;** Bing News allows users to receive and read news stories.

Thank you...