

# Bing Webmaster Tools - Top 5 Free Tools

Viaduct Generation

Bing Webmaster Tools (BWT) is a goldmine of data and it has a lot of tools that provide reports such as Backlink Comparison, Keyword Research, Site Audit, etc. absolutely for free.

Of course, this comes with limitations but it's useful for basic analysis.

Before jumping in, you need to verify your website in BWT and wait a few hours to populate the data.

Pro tip: If you already have the website verified in Google Search Console (GSC), you can easily export the verified sites in your BWT (without having to add HTML tags)!

**Below are the 5 FREE & useful reports for SEOs in BWT:**

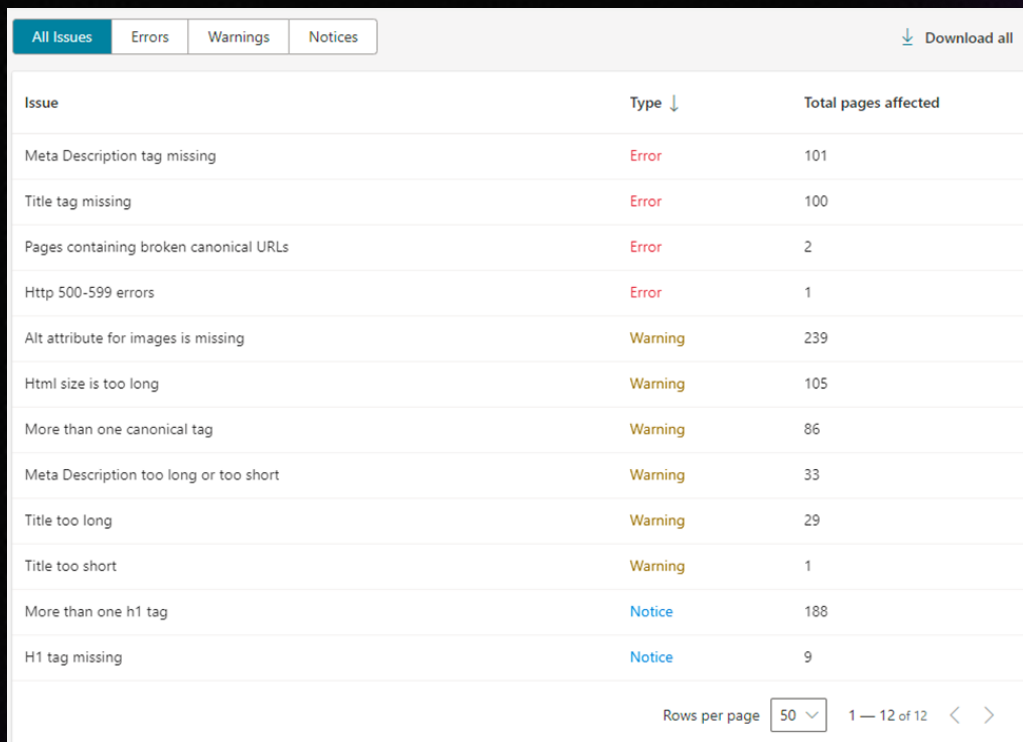
- **Site Scan**
- **SEO Reports**
- **Backlinks Comparison**
- **Keyword Research**
- **Site Explorer**



# 1. Site Scan

You can run a Sitemap in BWT for up to 10,000 URLs in a month.

The Sitemap provides a couple of reports that are useful for technical analysis: HTTP errors (4XX, 5XX, etc.)



Issue	Type ↓	Total pages affected
Meta Description tag missing	Error	101
Title tag missing	Error	100
Pages containing broken canonical URLs	Error	2
Http 500-599 errors	Error	1
Alt attribute for images is missing	Warning	239
Html size is too long	Warning	105
More than one canonical tag	Warning	86
Meta Description too long or too short	Warning	33
Title too long	Warning	29
Title too short	Warning	1
More than one h1 tag	Notice	188
H1 tag missing	Notice	9

Rows per page: 50 | 1 — 12 of 12

- Missing canonicals, title tags, alt tags, lang tags, etc.
- Broken redirects
- Missing/Multiple Headers
- Server timeouts



## 2. SEO Reports

BWT provides a basic and out of the box SEO report that includes:

- missing & multiple `<h1>` tags,
- missing alt attributes,
- long or short meta descriptions,

These reports are helpful for fixing basic quality and hygiene issues on the website.

Error details

[All](#) [High](#) [Moderate](#) [Low](#) [Download all](#)

SEO error type	Severity ↓	Page count
The <code>&lt;h1&gt;</code> tag is missing.	High	66
There are multiple <code>&lt;h1&gt;</code> tags on the page.	High	5
The description is too long or too short.	High	900
The page is missing meta language information.	Moderate	1.2K
The <code>&lt;img&gt;</code> tag does not have an ALT attribute defined.	Low	1.2K
Evaluated size of HTML is estimated to be over 125 KB and risks not being fully cached.	Low	1.2K

6 rows



### 3. Backlinks Comparison

You can compare our backlinks profile with 2 other competitors in BWT!

Yes, that's right.

You won't get URL level data but you do get the Referring Domains through which the links are built.

Similarly, you can compare the anchor texts for these domains.

Backlinks

All Links **Similar sites** Disavow links

Overview

Total referring domains	Anchor texts
218	101
149	138
124	69

Top referring domains

Source domain	Count	Source domain	Count	Source domain	Count
https://taleo.net	3.0K	https://myshopdeal.co...	16.5K	https://hfs.in	869
https://piramalcriticalc...	1.9K	https://betterlife.co.in	83	https://propscience.com	143
https://piramalpharma...	532	https://palava.in	82	https://zoominfo.com	46
https://piramal.com	406	https://zoominfo.com	48	https://azurewebsites...	42



## 4- Keyword Research

You can perform extensive keyword research through BWT, but the catch here is it will only show the keywords trends for which you are showing up; bear in mind that the data is for Bing and not Google.

But the good part is:

The left screenshot displays a table of keywords with their trends and impressions. The right screenshot displays the top 10 URL ranking for a keyword.

Keywords	Trends	Impressions ↓
kurta		1.9K
shut katka		1.5K
kurti design		1.1K
jaipuri		969
kurtis		599
lal lal kurti mein gora sa badan		567
kurtis for women		536
kurta design		389
kurtki		313
kurtka damska		240

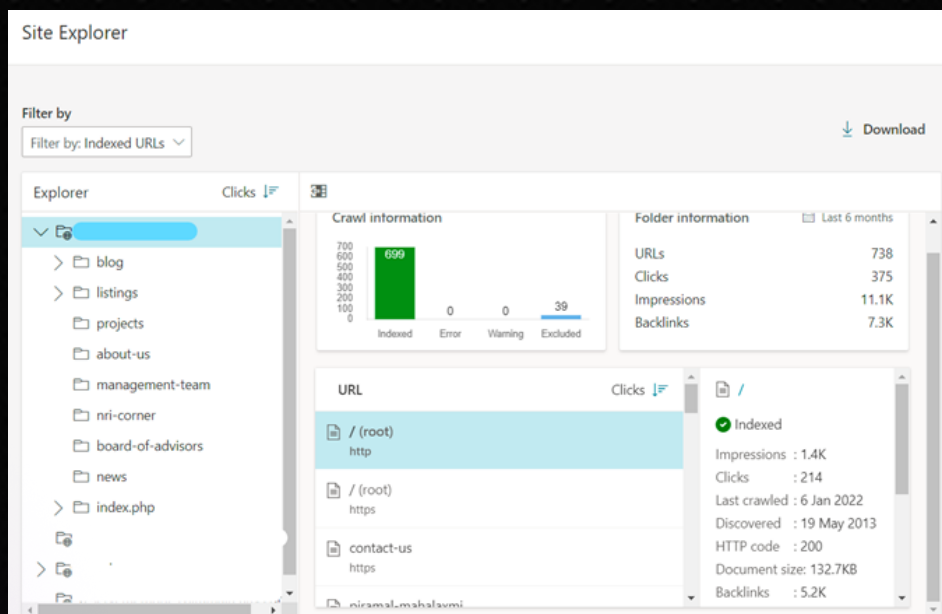
Title & URL	Topics
Amazon.com: kurti <a href="https://www.amazon.com/kurtis/?i=kurti">https://www.amazon.com/kurtis/?i=kurti</a>	
Kurti - Etsy <a href="https://www.etsy.com/market/kurti">https://www.etsy.com/market/kurti</a>	clothing and apparel, kurtis
Women&#39;s Kurtis Online - Designer Indian Kurti & Kurtis at ... <a href="https://www.mynave.com/women/clothing/kurtis-and-kurtis">https://www.mynave.com/women/clothing/kurtis-and-kurtis</a>	currencies, fabrics and textiles, cotton
Kurtis & Kurtas   Buy Designer Kurtis & Kurtas for Women <a href="https://www.kabifashion.com/kurtis.html">https://www.kabifashion.com/kurtis.html</a>	
Amazon.com: kurtis for women <a href="https://www.amazon.com/kurtis-women/?i=kurtis-for-women">https://www.amazon.com/kurtis-women/?i=kurtis-for-women</a>	
Kurtis: Buy Designer Kurtis Online   Latest Indian Kurtis ... <a href="https://www.bazaar.com/women/clothing/kurtis">https://www.bazaar.com/women/clothing/kurtis</a>	clothing and apparel
Indo Western Kurti- Buy Latest Indo Western Kurtis Online ... <a href="https://www.ubaofashion.com/indowestern/kurtis">https://www.ubaofashion.com/indowestern/kurtis</a>	
Women Kurtis - Latest Kurti Designs For Women at Best ... <a href="https://meesho.com/women-kurtis/312681">https://meesho.com/women-kurtis/312681</a>	

- It shows the keywords related to our search along with the keywords that are asked as a question.
- We can also get new keyword ideas through the newly discovered keywords tab (based on the previous 30 days data)
- It also shows the top 10 Bing SERP ranking for that keyword



## 5. Site Explorer

This is sort of similar to the Index Coverage report in GSC but the unique thing is that it provides data in the way the website's folder is created in the backend along with the subdomains and protocol.



## To summarise:

Bing Webmaster Tool can provide a lot of data to SEOs & webmasters that helps in basic technical analysis of the website.

These should not be seen as a replacement for great SEO tools such as Searchmetrics, Ahrefs, SEMrush, Screaming Frog, etc. but if you are tight on budget then BWT is an awesome FREE replacement for basic analysis!

