

Elevate Your Brand Through Bing Autocomplete

Why Being in Autocomplete is Essential for Your Business

Appearing in autocomplete suggestions provides a range of benefits that make it a game-changer for businesses, including:

1. **Increased Click-Through Rates (CTR):** When users see your business name while typing, it builds instant recognition and trust. This enhances the chances that they will select your company over competitors.
2. **Higher Conversion Rates:** Autocomplete suggestions appear as searchers are entering their query, making your business appear highly relevant to their search intent. This results in more qualified leads.
3. **Brand Authority:** Being visible in autocomplete positions your business as an established player in your industry. Consumers are more likely to trust a business that is prominently visible.
4. **Competitive Edge:** If your competitors aren't showing up in autocomplete, you instantly have an advantage over them.



Simply put, showing up in autocomplete positions your business directly in front of potential customers at the exact moment they are searching for products or services.

Why Being Seen on Bing is Critical for Success

Bing may often be overshadowed by Google, but it offers unique advantages that businesses should not overlook. Here's why being visible on Bing is vital:

- **Bing Users Are Better Buyers:** Bing's audience tends to be older and more affluent, with **70% of users being over 35 years old**, with the average age of a Bing user being 45 years of age. This group has more disposable income and a higher likelihood of purchasing products or services after conducting a search.
- **Higher Conversion Rates:** Studies show that **Bing searchers are 50% more likely to make purchases** than Google users. This is due to the purchasing behavior of Bing's users, who are often in later stages of the buyer journey.
- **Lower Competition:** While businesses focus their efforts on Google, Bing presents an opportunity to reach a more targeted and less competitive audience, leading to **higher visibility and lower cost-per-click (CPC)**.



Microsoft Bing provides searches from consumers who are looking to buy. Bing users are older, are more educated, and have higher incomes than users on Google. This means that a potential client who finds you on Bing has a higher probability of being a paying customer.

Microsoft Edge Integration: Bing is the default search engine for Microsoft Edge. This is important as **Edge has around 10.6% of the global browser market**. With Edge being the default on Windows devices, Bing continues to capture searches

without requiring users to switch to Google.

Demographic Strength: Around **70% of Bing users are 35 years old or older**, and **one-third of its users have a household income of over \$100,000**. This means businesses can target a well-off, decision-making audience.

For more insights on the benefits of Bing users, refer to the following links:

- [Why Bing Users Are Valuable Buyers](#)
- [Bing's Conversion Rates and User Demographics](#)

Why Bing is a Goldmine for High-Quality Customers:

Bing searchers often have **higher disposable income**, are **older**, and are **50% more likely to make a purchase** than Google users. This is why it's crucial for businesses to be visible on Bing:

- **Older Demographics:** 70% of Bing users are over the age of 35, with more purchasing power.
- **Lower Competition:** With fewer businesses focused on Bing, you can capture a larger share of the market.



Get Found First, Close More Deals

Your business needs to stand out, and **Bing Autocomplete** offers an incredible way to capture local searches by showing your company name when potential customers are typing. With **Total Front Page**, we ensure your business appears first, attracting high-quality leads directly to your door.

Why Bing Autocomplete is a Game-Changer:

- **Instant Recognition:** Your business shows up as people search, getting in front of customers before your competitors.
- **Authority & Trust:** Appearing in autocomplete results makes your business look more credible and trusted.
- **Higher Click-Through Rates:** Businesses that show up in Bing autocomplete results get more clicks, meaning more customers.

MICROSOFT
bing
AUTOCOMPLETE



bing
SEARCH ENGINE

BENEFIT OF BEING in Bing Autocomplete



Your company named here



Be seen on every search!

WHY BING

- Immediate Brand Visibility
- Instant recognition & credibility
- Higher conversion rate

21% desktop search queries



Be the first business your customers see.

Own the search results!



SEARCH VISIBILITY



VISIBILITY

- Mature Users: Ave 45 years old
- More educated: 50% had a college degree, and 17% have an advanced degree.
- More affluent: 1/3rd earn over \$100K in annual income.



bing

AUTOCOMPLETE

Placing your business in front of every customer on every search is the best way to capture more customers.



CALL TODAY

Find out what all the major corporations already know.

Bing autocomplete works!



GET IN BING AUTOCOMPLETE

Get immediate customer growth and increased website interaction.

The Benefits of Being on Bing Autocomplete

Immediate Brand Recognition: Autocomplete suggestions are the first impression your potential customers will get. When your business appears, users associate your name with authority and relevance. The **psychological impact** of autocomplete suggestions can significantly influence user behavior.

Competitive Advantage: Many businesses still focus solely on Google, leaving a gap in Bing’s autocomplete market. This is an excellent opportunity for businesses to gain visibility on a platform with less competition but more valuable users. By showing up in autocomplete, you can stand out from competitors who haven’t tapped into this underutilized resource.

Capturing Intent: Bing’s autocomplete feature allows businesses to capture customer intent. When users search for a specific service or location, your business will appear in front of them at the precise moment they are ready to act, increasing conversion rates.



The Power of Bing: Bing may not be the largest search engine, but it holds significant influence over key demographics. Bing users tend to be older, more affluent, and ready to spend. According to studies, **Bing users have 29% higher disposable income compared to Google users**, making them more valuable customers.

Demographics of Bing Users:

- **Age:** Bing’s audience tends to be between 35-64 years old, making them seasoned professionals with established purchasing power.
- **Income:** Bing users are affluent, with **35% earning over \$100,000 per year**, which is significantly higher than the average search engine user.
- **Spending Habits:** Research shows that **Bing users are 36% more likely to purchase online** than Google users, making them a lucrative demographic for businesses.

The Success of Bing Autocomplete for our customers

Customers love the Bing Autocomplete: The biggest hurdle with customers is educating them on how effective it is to market in the Bing search engine. When the customers realize that the people who use Bing are better consumer prospects, and that their autocomplete shows up in additional search engines, such as MSN.com, DuckDuckGo.com, Lycos.com, Search.com, ClassifiedAds.com, as well as other search engines, clients quickly realize the value of being in the Bing Autocomplete.



Clients are seeing their customer base increase through Bing Autocomplete.

Below are statements that customers have made to us regarding the success they have realized with having their company in the Bing Autocomplete.

Businesses from local service shops, to national brands, such as NAPA Auto Parts, Expedia, The Jewelry Exchange, and others have found that using the Bing Autocomplete is a great use of their marketing budget.

b

DIT Web Solutions
Q The Bing Autocomplete produces results.

Pioneer Property Management
Q I don't care where my leads come from, I just need the phone call...Bing you're doing a great job for my business.

Sterling Van Lines
Q I never realized how powerful Bing was.

Step and Repeat
Q Wow. Microsoft Bing...you suprised me!

ELLE B Savvy
Q I wish I would have done this years ago.

Step & Repeat LA
Q I have said no for years when it come to advertising on Microsoft BingThis test we did on the auto complete has changed my mind

Beyond Stem Cells
Q This program has worked great for us.

The Boxing Prescription
Q Bing autocomplete has worked great for us. Best dollar vs return value.

Prestige Builders
Q We have seen an immediate increase in calls.

Sawl Law Group
Q We saw an immediate increase in cases.

Sterling Practice Management
Q I never realized how powerful Bing was.

Palm Valley Pediatric Dentistry
Q We have expanded Bing autocomplete to every city and every service we provide.



Use Case: Drug & Addiction Treatment Facility

Challenge: This treatment center has facilities in several locations across the United States and Canada. They had a goal of increasing exposure to their website and increase their clients in all of the cities where they have recovery facilities. To achieve their goal of direct traffic, increased customer acquisition, and increased brand awareness, they initiated a targeted digital marketing campaign to include keyword phrases centered on their primary mission, which is to help people with recovery from addiction. This included keyword phrase for drug and alcohol addiction, and a few examples are as follows:

Addiction Rehab NYC

Addiction Services

Addiction Treatment Centers in Canada

Addiction Treatment Programs

Alcohol Addiction Rehab Centers

Christian Addiction Treatment

Christian Drug Treatment

Inpatient Addiction Treatment

Luxury Alcohol Rehab

And also many geographic specific keywords, such as:

Tampa alcohol Rehab

New York Rehab Center

New Jersey Addiction Treatment

The primary goal of this campaign was not only to increase their customer enrollments but also to achieve a more cost-effective customer acquisition process. To this end, we introduced them to Search Box Optimization (SBO), a strategy designed to elevate their brand's visibility in search engine results, specifically targeting the chosen keywords. This approach was tailored to improve their online presence and attract more potential customers through strategic search engine placements.

Impressed by the potential of online marketing strategies, they also ventured into the realm of paid advertising. They launched their first Bing Pay-Per-Click (PPC) campaign, supplementing their SBO efforts. This step represented a significant move towards a

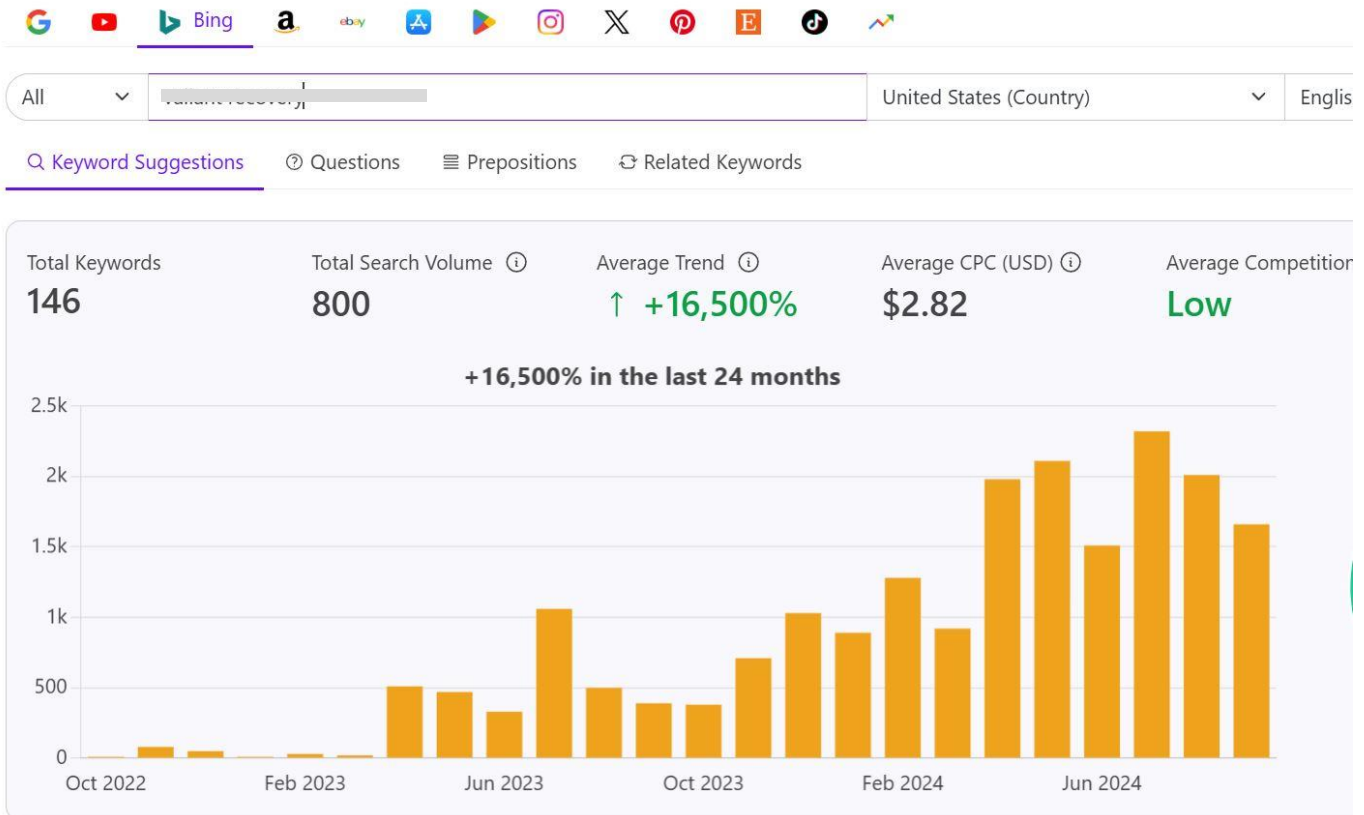
comprehensive digital marketing strategy, leveraging both organic and paid search avenues to maximize their market reach and business growth.

Results and Impact

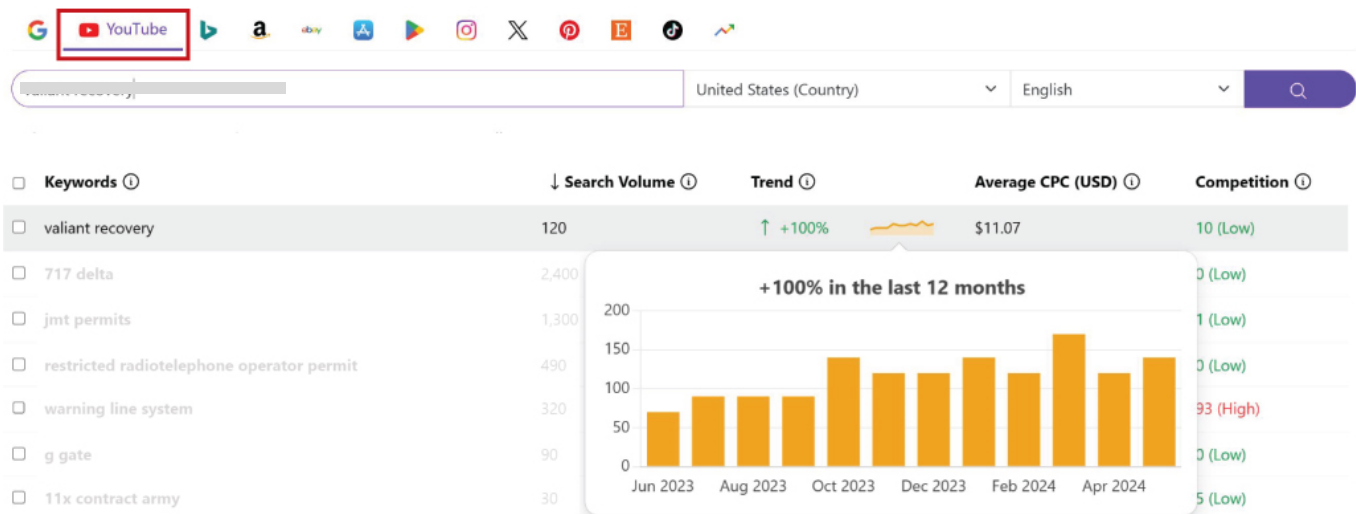
The Search Box Optimization (SBO) approach adopted by this company led to remarkable improvements in online traffic and user engagement, showcasing the power of this innovative marketing strategy:

- **Autocomplete Dominance and Enhanced Exposure:** The SBO strategy successfully integrated this company's services into the autocomplete predictions on Bing. This integration significantly enhanced the company's online exposure and credibility, as evidenced by a 16,500% increase in website traffic from May, 2023 through October, 2024.
- **Strategic Pre-Search Dominance:** By focusing on local area keywords, the campaign influenced search engine autosuggestions, effectively capturing user attention at the very beginning of their search journey. This strategic pre-search dominance is a crucial factor in the noted improvement in user engagement. The increase in brand awareness also effectuated a 100% increase in their YouTube views over the same time-frame, going from about 70 views per month to 140 views per month.
- **Exclusive Post-Search Presence:** The SBO campaign directed users to a results page dominated by this company's web links after selecting an autosuggested term. This exclusive post-search presence effectively minimized the visibility of competitors, contributing to a more engaged user experience on the website.
- **Impact on Click-Through Rates:** Leveraging the fact that 75% of users are influenced by autocomplete suggestions, the campaign aimed to improve click-through rates significantly. The increases in sessions and users are indicative of this success, highlighting the effectiveness of the SBO approach in driving relevant traffic to the website.
- **Complementary to PPC and SEO:** The integration of the SBO strategy with a Bing PPC campaign further enhanced their search presence. This synergy not only led to increased cost-effectiveness in their marketing efforts but also demonstrated the potential of SBO to complement and even substitute traditional SEO and PPC strategies.

The increase in traffic due to the SBO campaign is indicated below:



The additional traffic to YouTube views is indicated below:



Client Testimonial: *"The SBO marketing campaign has been the most influential and cost-effective marketing we have ever implemented for our company. We have been amazed by the results we have achieved due to the ingenuity of the SBO technology!"*

The integration of Search Box Optimization into this business's marketing strategy has not only heightened their online presence but also driven substantial business growth. This success story is a testament to the power of innovative digital marketing techniques like SBO in transforming business outcomes.

This company's journey with Search Box Optimization represents a paradigm shift in digital marketing, showcasing the profound impact of strategic, ethical, and innovative online practices.

Use Case: Media Public Relations Firm

Challenge: This public relations firm is recognized as a top public relations firm. Even having this recognition, this company realized that they needed to encompass a larger market share. With this goal in mind, they decided to implement the SBO marketing technology to increase traffic to their website, and to bolster their brand recognition. To achieve their goal, they initiated the SBO marketing campaign to include the following keywords: **“public relations firm”, and “public relations agency”**.

This was a national keyword campaign, as their clients are from firms and parties across the United States.

The primary goal of this campaign was to increase their customer client base and promote their brand. They had received accolades as a top public relations firm, and the implementation of the SBO marketing technology has been effective in substantiating the high achievement of their brand. To this end, we introduced them to Search Box Optimization (SBO), a strategy designed to elevate their brand's visibility in search engine results, specifically targeting the chosen national keyword phrases. This approach was tailored to improve their online presence and attract more potential customers through strategic search engine placements.

Results and Impact

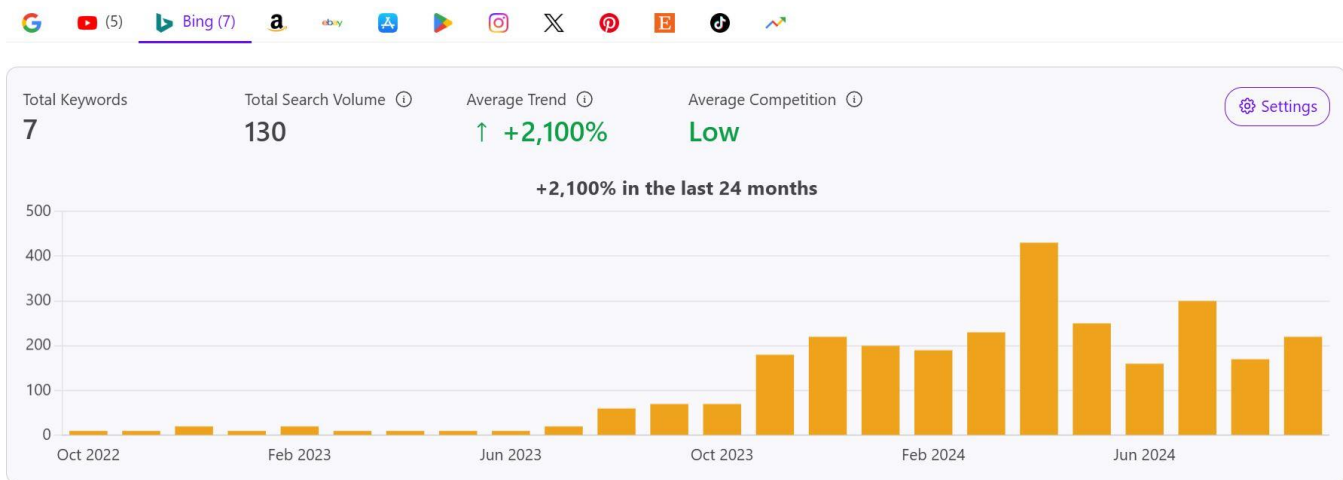
The Search Box Optimization (SBO) approach adopted by them led to remarkable improvements in online traffic and user engagement, showcasing the power of this innovative marketing strategy:

- **Autocomplete Dominance and Enhanced Exposure:** The SBO strategy successfully integrated their services into the autocomplete predictions on Bing. This integration significantly enhanced the company's online exposure and credibility, as evidenced by a 1,160% increase in website traffic from June, 2023 through May, 2024.
- **Strategic Pre-Search Dominance:** By focusing on national keywords, the campaign influenced search engine autosuggestions, effectively capturing user attention at the very beginning of their search journey. This strategic pre-search dominance is a crucial factor in the noted improvement in user engagement. This firm also realized the importance of including of the SBO marketing technology into the YouTube channel. They came up in the YouTube autocomplete in December of 2023, and have seen the videos for related to this firm go from approximately 70 views per month, to over 400 searches per month.
- **Exclusive Post-Search Presence:** The SBO campaign directed users to a results page dominated by the firms online links after selecting an autosuggested term. This exclusive post-search presence effectively minimized the visibility of competitors, contributing to a more engaged user experience on the website.
- **Impact on Click-Through Rates:** Leveraging the fact that 75% of users are influenced by autocomplete suggestions, the campaign aimed to improve click-through rates

significantly. The increases in sessions and users are indicative of this success, highlighting the effectiveness of the SBO approach in driving relevant traffic to the website.

- **Complementary to PPC and SEO:** The integration of the SBO strategy with a Bing PPC campaign further enhanced their search presence. This synergy not only led to increased cost-effectiveness in their marketing efforts but also demonstrated the potential of SBO to complement and even substitute traditional SEO and PPC strategies.

The increase in traffic due to the SBO campaign is indicated below:



Conclusion:

The integration of Search Box Optimization into this firm's marketing strategy has not only heightened their online presence but also driven substantial business growth. This success story is a testament to the power of innovative digital marketing techniques like SBO in transforming business outcomes.

This firm's journey with Search Box Optimization represents a paradigm shift in digital marketing, showcasing the profound impact of strategic, ethical, and innovative online practices.

Use Case: Local Home Service Company

Challenge: This local service company has been servicing customers for decades, and aimed to increase its customer base in the Southern California region, focusing on enhancing its visibility and reach in the plumbing services market. To achieve this, they initiated a targeted digital marketing campaign, centered around five key geographic-specific keyword phrases: "**Plumbers San Diego**," "**Plumbers Oceanside**," "**Plumbers Carlsbad**," "**Plumbers Temecula**," and "**Plumbers Palm Springs**."

The primary goal of this campaign was not only to increase their customer numbers but also to achieve a more cost-effective customer acquisition process. To this end, we introduced them to Search Box Optimization (SBO), a strategy designed to elevate their brand's visibility in search engine results, specifically targeting the chosen keywords. This approach was tailored to improve their online presence and attract more potential customers through strategic search engine placements.

Impressed by the potential of online marketing strategies, the company also ventured into the realm of paid advertising. They launched their first Bing Pay-Per-Click (PPC) campaign, supplementing their SBO efforts. This step represented a significant move towards a comprehensive digital marketing strategy, leveraging both organic and paid search avenues to maximize their market reach and business growth.

Results and Impact

The Search Box Optimization (SBO) approach adopted by this company led to remarkable improvements in online traffic and user engagement, showcasing the power of this innovative marketing strategy:

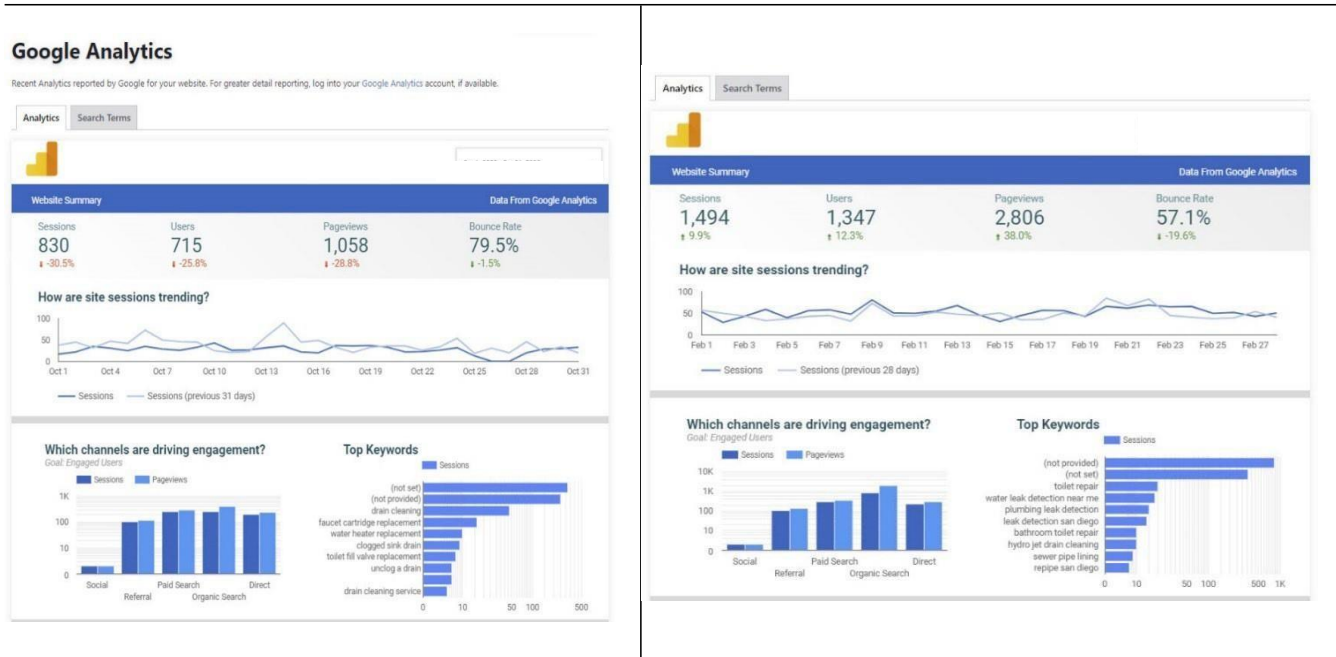
- **Autocomplete Dominance and Enhanced Exposure:** The SBO strategy successfully integrated their services into the autocomplete predictions on Bing. This integration significantly enhanced the company's online exposure and credibility, as evidenced by an 80% increase in website sessions (from 830 to 1,494) and an 88% growth in unique users (from 715 to 1,347).
- **Strategic Pre-Search Dominance:** By focusing on five key local area keywords, the campaign influenced search engine autosuggestions, effectively capturing user attention at the very beginning of their search journey. This strategic pre-search dominance is a crucial factor in the noted improvement in user engagement, with the bounce rate decreasing from 79.5% to 57.1%.
- **Exclusive Post-Search Presence:** The SBO campaign directed users to a results page dominated by this company's links after selecting an autosuggested term. This exclusive post-search presence effectively minimized the visibility of competitors, contributing to a more engaged user experience on the website.
- **Impact on Click-Through Rates:** Leveraging the fact that 75% of users are influenced by autocomplete suggestions, the campaign aimed to improve click-through rates

significantly. The increases in sessions and users are indicative of this success, highlighting the effectiveness of the SBO approach in driving relevant traffic to the website.

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BEFORE USING SBO

AFTER IMPLEMENTATION OF SBO



Conclusion:

Client Testimonial: " Search Box Optimization is extremely important for our company because our marketing costs were getting out of control. I started with 5 areas and because of the success of the SBO program, I'm going to expand to more areas."

The integration of Search Box Optimization into their marketing strategy has not only heightened their online presence but also driven substantial business growth. This success story is a testament to the power of innovative digital marketing techniques like SBO in transforming business outcomes.

This company's journey with Search Box Optimization represents a paradigm shift in digital marketing, showcasing the profound impact of strategic, ethical, and innovative online practices.

Use Case: Local Junk Removal Company

This company was navigating the highly competitive junk removal market, and was determined to distinguish itself from the influx of new entrants. The primary goal was to achieve a prominent market position without relying heavily on traditional SEO and Pay-Per-Click (PPC) campaigns, which had previously led to a high expenditure and low return in terms of quality leads. In pursuit of a more effective and cost-efficient marketing strategy, they aimed to target high-potential prospects to maximize visibility and impact.

Simultaneously, with the introduction of pressure washing services, they recognized the need for a dual-focused marketing approach. This strategy was designed to target both their established base in Oceanside and the expansive San Diego market. To realize this goal, they pinpointed four key keyword phrases, meticulously selected for their high relevance and search frequency among potential customers seeking junk removal and pressure washing services.

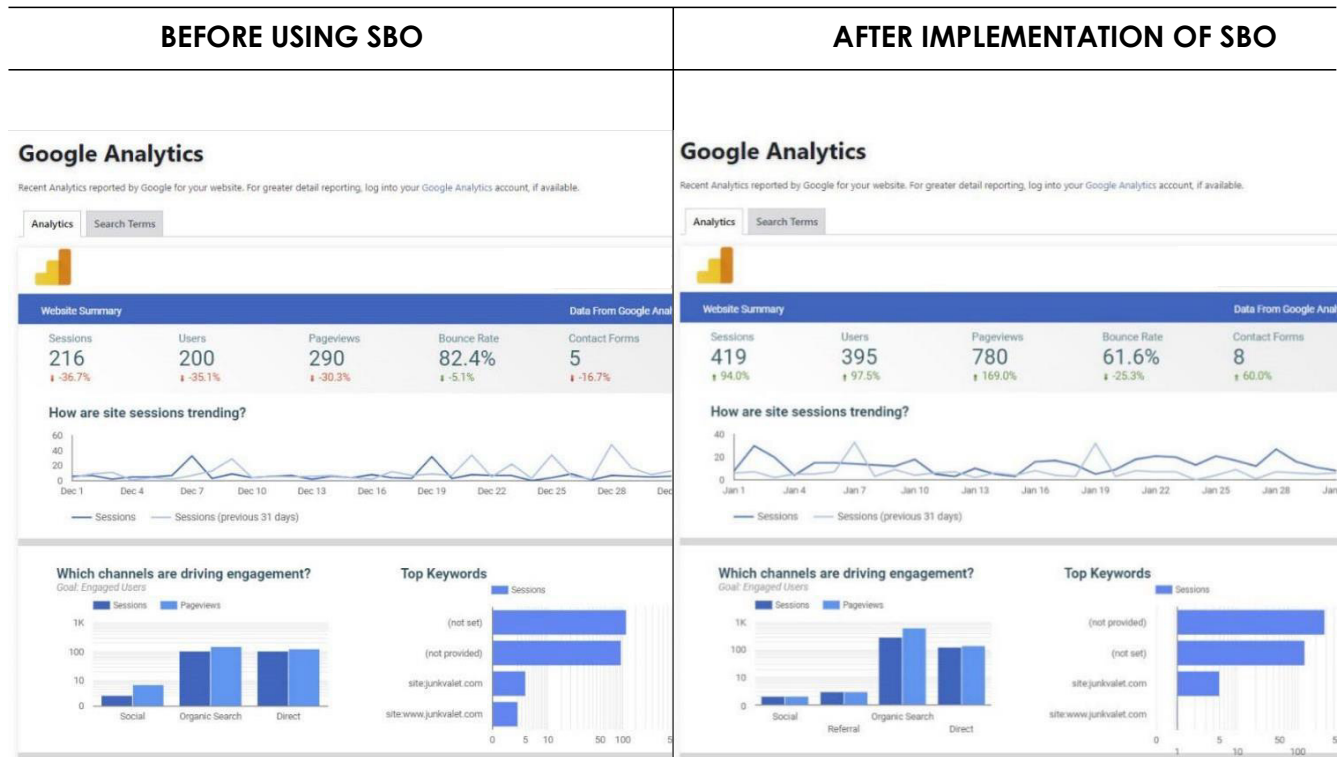
These chosen keywords were tailored to optimize local search impact in both Oceanside and the larger San Diego area, such as “**Junk Removal San Diego**”, “**Junk Removal Oceanside**”. This strategic approach was intended to solidify their strong market presence in their existing service domain while effectively introducing and promoting their new pressure washing service to a broader audience. The aim was to ensure that they emerged as a top-of-mind choice for customers in both service categories across these geographic regions.

Results and Impact

Deploying our proprietary Search Box Optimization services yielded substantial improvements in website traffic and user engagement. The key metrics illustrating these successes are as follows:

- **Increase in Sessions (user interactions with website):** The campaign achieved a remarkable 94% increase in website sessions, escalating from 216 to 419. This sharp uptick in user interactions with the website is a clear indication of the campaign's success in boosting their online visibility and reach. The significant rise in sessions reflects not just an increase in website traffic but also a heightened level of user engagement, suggesting that more users are consistently interacting with and exploring the site. This metric is a crucial indicator of the enhanced digital presence and attractiveness of their services to potential customers.
- **User Growth:** The digital marketing campaign for this company remarkably increased unique user visits by 98%, soaring from 200 to 395. This substantial growth is a testament to the effectiveness of leveraging autocomplete search suggestions, a strategy that significantly influenced user behavior. By optimizing these search predictions, we not only enhanced click-through rates but also ensured that these users were precisely those seeking their services. The increase in unique visitors demonstrates the successful alignment of the client's offerings with user search intent, highlighting the campaign's ability to attract relevant and engaged users directly to the client's website.

- Improvement in Bounce Rate (% of users viewing only one page):** The campaign notably succeeded in reducing the bounce rate from 82.4% to 61.6%. This significant decrease in the percentage of users who left the website after viewing just one page is a strong indicator of improved user engagement and content relevance. The lowered bounce rate suggests that the visitors to their website were not only more qualified but also found the content more aligned with their search intentions. This alignment between user expectations and website content is crucial in retaining visitors and encouraging them to explore further, indicating a successful optimization of the website's user experience and content strategy.



Conclusion:

Client Testimonial: "I didn't know how well the SBO autocomplete would work, and since I never considered Bing, I was a sceptic on whether the Bing autocomplete would give me business. Carl showed me my competitors on Bing using the search term "Junk Removal Oceanside", and I knew I had to have a strong presence on Bing.

We try to source every call to see where the lead came from, and in my five years of business I've never heard anyone say "I saw you on Bing". In the past few months, with me being in the autocomplete, I have had a bunch of calls say they found me on Bing. I received 8 new jobs the first month on Bing from the autocomplete. I am so excited, and my business has gotten much busier!

Thank you, guys!! Now I'm going to start a PPC with Bing."