

Jon Barrett Case Study #4: Create a Top Ranking, New, Pillar Post Article, for Microsoft Bing's Intent Search and SERP Results, through Content-Driven, On-Page SEO Strategies

The Background on Microsoft Bing and SEO Search Intent

Microsoft Bing SEO Search and Google Search are search engines that offer paid advertising and follow the same broad set of principles to rank organic results, considering backlinks, content quality, technical health, and so on. Bing's global search market share has risen from 2.18% up to 3.96%, in 2024. Bing has included Artificial Intelligence, Machine Learning, and its algorithm crawler, "BingBot" in its search results with Microsoft Copilot and excels in offering users a more visually immersive search experience. The main parameters of ranking in Microsoft Bing's searches are: 1) relevance of content, 2) quality and credibility (QC) of a website, 2) User engagement, 3) up to date and fresh content, 4) user's location and language, and 5) page load times.

Key Takeaways, Problems, and Goals for this SEO Project:

1. The company website does not have a page that matches the search intent of a specific industry-related keyword.
2. A new, Pillar Post article was ideated, outlined, and created, for top Microsoft Bing SERP rankings.
3. The content was created for the target keyword, some relevant keywords, competitor analysis, elements, and backlinks, to enhance and optimize the article, and to propagate to the top of the Microsoft Bing Search Intent results.
4. The goal is to rank to the Top 5 positions, in Microsoft Bing SERP and Organic SEO results, with the article.

My Strategic Microsoft Bing SEO Search Intent, Content Approach:

I utilized content-driven SEO On-Page strategies, Martech tools, and A/B testing solutions, to optimize the previous article, including enhancements to user experience and technical SEO. This strategic process created content and keywords that are optimized not only for search engines and users but also for AI.

My Solution, Steps, and Actions Implemented, to Solve the Problem:

1. I conducted keyword research using SEO Martech tools that provide real time data and insights into search volumes, keyword difficulty, and competitor usage.
2. Keywords highly relevant to the website and the target audience's interests were gathered and analyzed.
3. A task was suggested to align with the keyword and the user's search intent.
4. The optimized article was published, and the primary keyword was included in the title tag, meta descriptions, headers, and subheaders.
5. The primary and secondary keywords were naturally integrated throughout the content to create a keyword density that keeps the content natural and user-friendly.
6. The primary keyword was in the URL to help search engines understand what the page is about.
7. The optimized article was provided with high-quality and unique content that delivers value with the help of AI.
8. Interactive elements like infographics, images, and AI-generated visuals were created to increase user engagement and time spent on the page.
9. The content was updated to keep the content relevant and current, reflecting the latest Microsoft Bing "BingBot" search intent.
10. After the optimized and enhanced content and keywords are published and indexed, the "BingBot" Algorithm crawls and indexes the website's updated content, confirming the Experience, Expertise, Authority, and Trustworthiness, (E.E.A.T.), of the content and website.

My Achieved Outcome and Results:

When searching for the query "what is combustible dust" on the Microsoft Bing Search bar, the Dust Safety Science article weblink is displayed at the top of Microsoft Bing's Page 1, with several, Top Ranking Positions, in Bing Organic SERP results, in the following Screenshot image capture:

Microsoft Bing SEO Search Results, Page 1

Microsoft Bing

What is combustible dust

Sign in 5

Mobile

SEARCH

COPILOT

IMAGES

VIDEOS

MAPS

NEWS

SHOPPING

MORE

TOOLS

About 3,950,000 results

DJ Products

<https://www.djproducts.com/electricdustbuster-mover>

Shop Now

Dust Can Be Combustible - Warehouse Dust Is a Fire Hazard

As Easily Roll Heavy Dumpsters Out for Collection, WasteCaddy Powered Mover, Less Manpower in the Trash Room! Boost Productivity w/ WasteCaddy Dumpster Mover


Amazon

<https://www.amazon.com/shop/dust-removing-air-purifier>

dust removing air purifier | Shop dust removing air purifier

As Get deals and low prices on dust removing air purifier at Amazon. Breathe easy with an extensive selection of air purifiers at great prices. Order today!

Combustible dust refers to **solid materials that are divided into fine particles**. Under certain conditions and concentration, these particles can rapidly catch fire or become explosive when exposed to air and other elements. Such dust poses a fire or deflagration hazard.



Learn more

What is Combustible Dust and What are the...

dustsafetyscience.com

A Comprehensive Guide to Combustible Dust -



safetyculture.com

COHS: Combustible Dus

[Canadian Centr...](https://canadiancentr...)

Combustible Dust Explosions

Explore with images



Combustible Dust Signs Combustible Dust ... Combustible Dust Hazard

See more

Occupational Safety and Health Administration

<https://www.osha.gov/combustible-dust>

Combustible Dust: An Explosion Hazard - Overview | OSHA.gov ...

Any combustible material can burn rapidly when in a finely divided form. If such a dust is suspended in air in the right concentration, under certain conditions, it can become explosive.

OSHA Standards

The following Federal OSHA standards are mandatory; they include provisions that ...

OSHA Guidance

The final item is a poster listing some of the more common materials that can form ...


See results only from osha.gov

Dust Safety Science

<https://dustsafetyscience.com/what-is-...>

What is Combustible Dust and What are the ...

Aug 13, 2024 - Combustible dust refers to finely divided solid particles that are prone to ignition when suspended in the air. These particles can originate from various materials and industries, including agriculture, manufacturing, and ...



Remove Allergens & Dust | Prime Day 2024 Discounts

As Air Purifiers Eliminate Dust, Pet Dander, Odors, Smoke, & More. Explore Top Options Now. Expert Reviews & Analysis. Ratings Updated November. Trusted by Over 1,000,000 Customers. Types: Air Quality Control, Charcoal Filters, UV-C Filters. PuroAir HEPA 14 Purifier - \$329.00 - PuroAir 400 Purifier - \$299.00

Zoro.com

<https://www.zoro.com>

Combustible Dusts 129 | Brands and Products You Trust

As An Endless Assortment on One Easy-to-Use Site. Register for Free Shipping. Shop Now. Shop Zoro and Sign Up for Free Shipping, No-Hassle Returns, Outstanding Customer Service. Site visitors: Over 100K in the past month. Over 1 Million Products - Super Low Prices. Overall Customer Satisfaction 9.3 out of 10 - Bizrate.com

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As Expertise and experience you need to ensure the safety & compliance of your products. Trust your testing to the first nationally recognized testing laboratory. One-Stop-Shop - Save Time And Money - Get A Quote - Testing to UL Standards. Popular Links: RFID - Contact Us - SERVICES

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<https://www.djproducts.com/electricdustbuster-mover>

Shop Now

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As Easily Roll Heavy Dumpsters Out for Collection, WasteCaddy Powered Mover, Less Manpower in the Trash Room! Boost Productivity w/ WasteCaddy Dumpster Mover

Related searches for What is combustible dust

list of combustible dusts

combustible dust chart

combustible dust classification chart

combustible dust examples

what is considered combustible dust

osha combustible dust standard 2020

combustible dust definition

combustible dust standard

1 2 3 4 >

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***SEO Organic Search Results:
Multiple Top Ranking Positions, on Page 1.