Bing Webmaster Tool Setup Guide

Bing Webmaster Tools will periodically validate the site ownership status by accessing the respective Search Console account. The admin can configure '**Bing Webmaster**' by uploading the '**XML File Authentication**' from **System Settings > General Settings > SEO tab** as shown in figure 1.
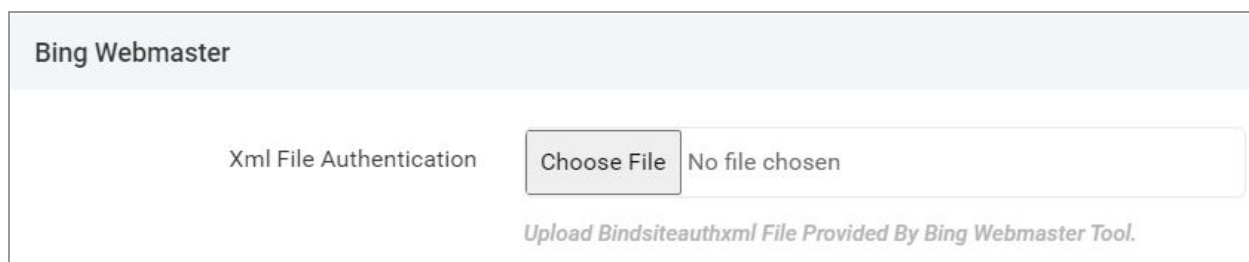

Fig. 1: Bing Webmaster (Admin-end)

To get access to this authentication file, the admin must follow the steps provided below:

1. Visit https://www.bing.com/toolbox/webmaster/ which will redirect the admin to the '**Bing Webmaster Tools Sign In/Sign Up Page**' as shown in figure 2.

NB: Nota Bene [Note Well] (N.B., N.b., n.b or NB, Nb, nb) is a Latin phrase, meaning 'note well' or 'take notice' or 'please note'. Asterisk (*****) next to a form control's label indicates it as 'required'.
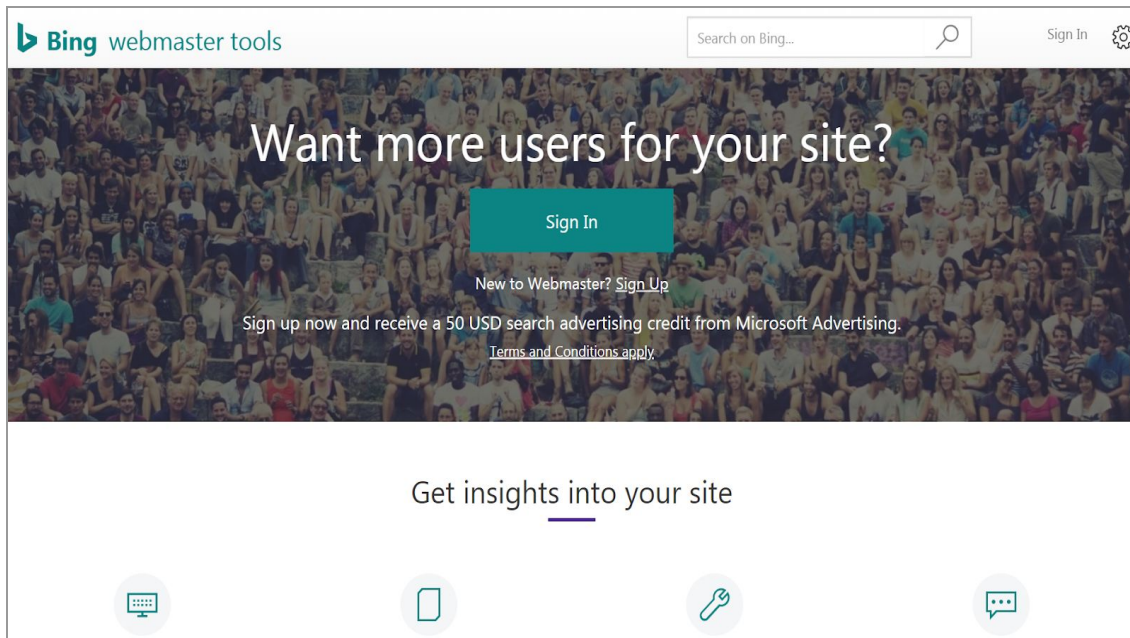
Fig. 2: 'Bing Webmaster Tools Sign In/Sign Up' Page

The admin must click on the '**Sign In**' button and login through any of the accounts: '**Microsoft**', '**Google**', or '**Facebook**'. If the admin does not have any account they are recommended to create a gmail account and then login through '**Google**'.

2. Once logged in, the admin will be redirected to '**Bing Webmaster**' homepage.

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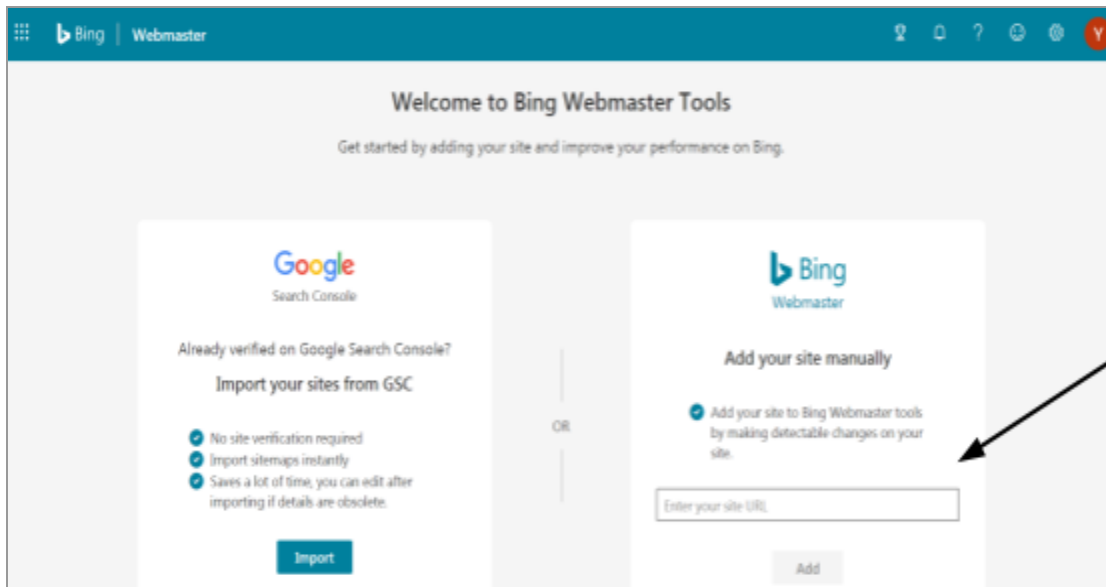
Fig. 3: 'Bing Webmaster' homepage

3. The admin must enter their '**Site URL**' in the '**Add Your Site Manually**' section as marked in figure 3 and then click on the 'Add' button.

4. The '**Add & Verify Site**' side navigation bar will appear to the right which includes the **.xml** file as shown in the figure 4. The admin must download this file and upload it in their dashboard settings as shown in figure 1.

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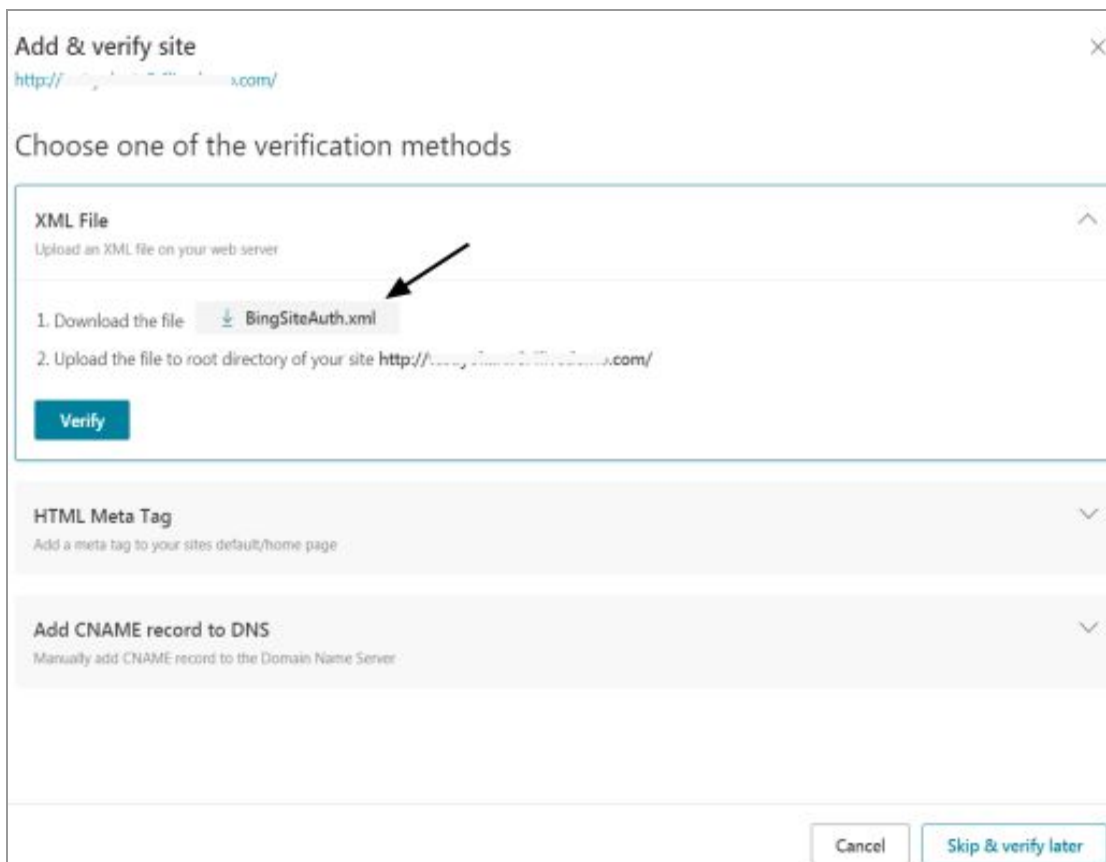
Fig. 4: Add & Verify Site

5. Once the file has been uploaded by the admin in their settings, two action buttons will be displayed to the right as shown in figure 5.
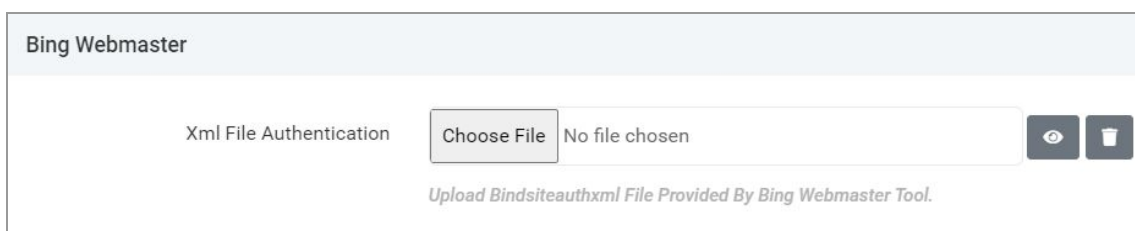

Fig. 5: Bing Webmaster Settings (Admin-end)

- **View File** 👁 : Clicking on this icon, the admin can view the uploaded file.

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- **Delete File** 🗑 : Clicking on this icon will delete the uploaded file.

6. The admin must once again visit the '**Add & Verify Site**' page and click on the '**Verify**' button as shown in figure 6.
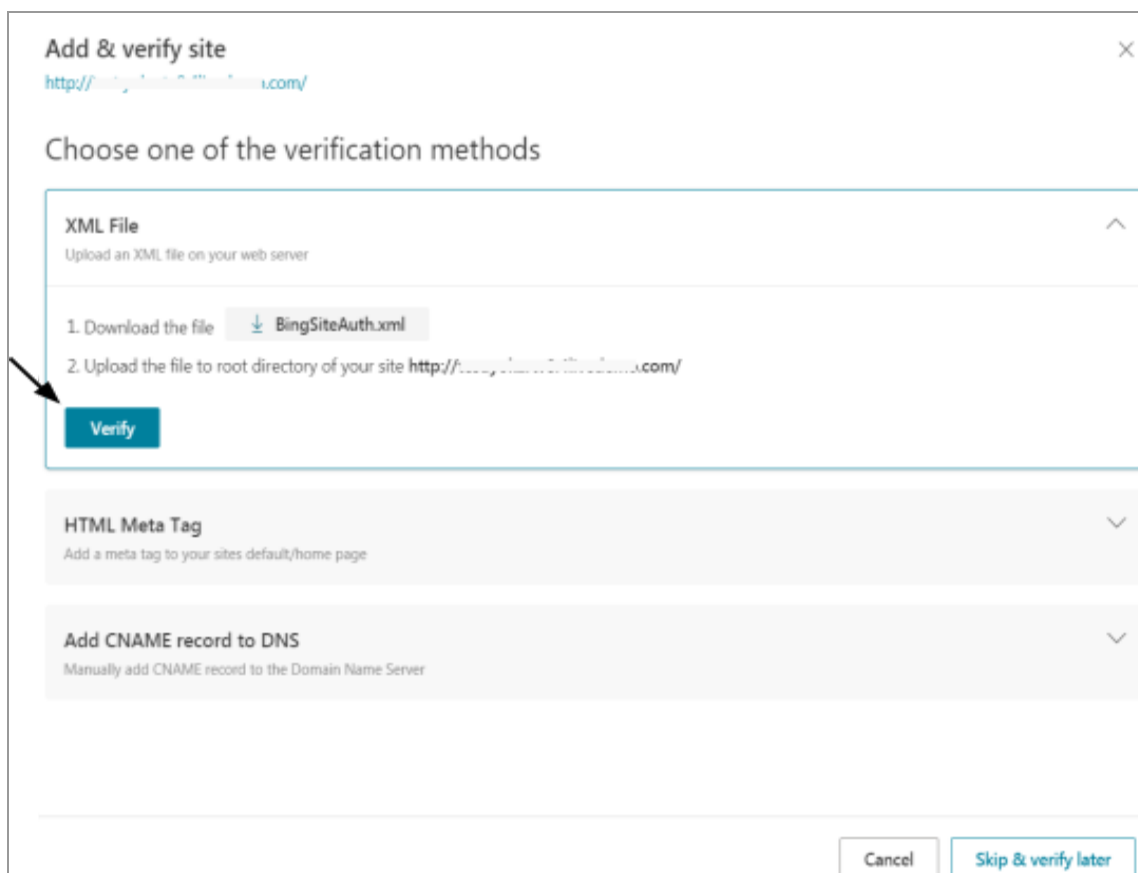

Fig. 6: Add & Verify Site

The Binge Webmaster will verify the added domain and once the verification is successful, a confirmation message will be displayed as shown in figure 7. This message confirms that the site has been added to Bing Webmaster Tools successfully.

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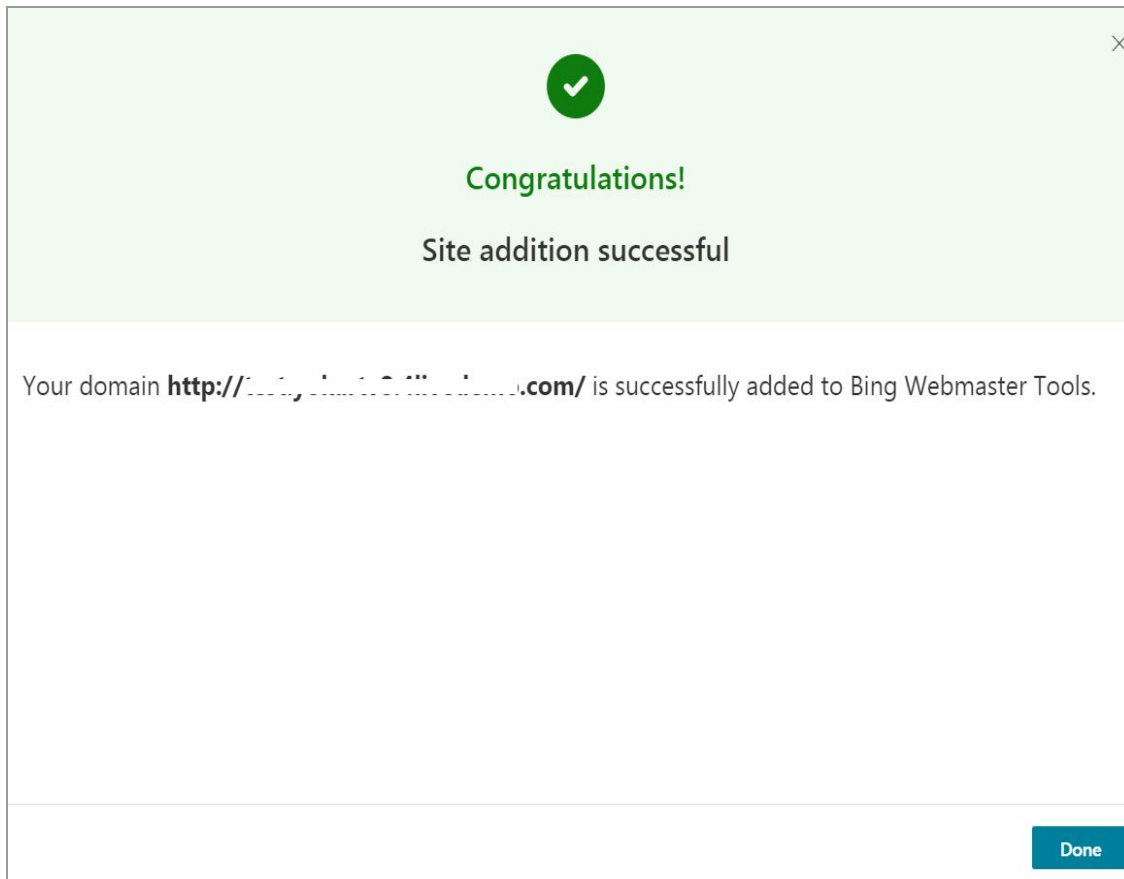
Fig. 7: 'Site Addition Successful' Message

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