Bing Places for Business Setup Checklist

A free one-page checklist to claim, verify, and optimize your Bing listing. | Keelmark Digital

Before you start

- [ ] Create or sign in to a Microsoft account using your BUSINESS email
- [ ] Have your exact business Name, Address, and Phone ready (match Google word-for-word)
- [ ] Claim your Google Business Profile first if you have not (makes import 1-click)

Claim and fill out the listing

- [ ] Go to Bing Places for Business and sign in
- [ ] Import your listing from Google (or choose Add a new business)
- [ ] Confirm business name matches Google exactly ('Street' vs 'St' counts)
- [ ] Confirm address, phone, and website all match Google
- [ ] Set your PRIMARY category as precisely as possible
- [ ] Storefront: keep address public. Home-based: set service-area and hide the address
- [ ] Add regular hours plus holiday hours
- [ ] Upload 10+ real photos and pick a strong cover photo
- [ ] Write a plain-English description of what you do and who you serve

Verify and publish

- [ ] Choose the fastest verification: phone (instant), email (minutes), or postcard (5-7 days)
- [ ] Enter your verification code
- [ ] Publish the listing
- [ ] Allow 24-72 hours for Bing to index it

Keep it working

- [ ] Add fresh photos now and then and keep hours accurate
- [ ] Respond to reviews
- [ ] Confirm Google, Bing, Apple, and Yelp all show identical info

Tip: keeping your Name, Address, and Phone identical across Google, Bing, Apple, and Yelp is what builds local-search trust. Keelmark Digital, San Diego.

Full walkthrough: keelmarkdigital.com/insights/how-to-claim-bing-places-for-business-2026