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Microsoft Bing has been testing some new interfaces for its related searches. Some of these interfaces are boxed at the top right section, while others seem to float over elements on the right side of the page.Shameem Adhikarath and Khushal Bherwani spotted these and posted some examples on Twitter:Here are some screenshots of the floating version of related searches:Here are some screenshots of the boxed and richer related searches:Here are more screenshots via Twitter: Bing shows related results (topics) to the search query on the right side of the page. I think I saw this same thing on Google, but with a different section . I don't remember.@rustybrick pic.twitter.com/DkkXKOyYQe Khushal Bherwani (@b4k_khushal) July 10, 2023 If you are an experienced web surfer and you have spent any time on Bing lately, you have probably noticed where theyve positioned their Related Searches option. I know I have noticed it, and I modified my selection behavior based on the recommendations. I found it interesting that Bing decided to place Related Searches so close to the top, and on the left-hand side. Knowing that users scan from left to right, and from top to bottom this makes perfect sense. Google, on the other hand, places its Searches related to option at the bottom of their results or in the drilldown Search Options feature. This got me thinking. I wonder how many people are using Bings Related Searches feature to refine their original search query and find our clients websites? Its relatively easy to find out, all you need to know is what to look for. When you click on a Related Search in Bing after your initial search, a unique parameter is appended to the URL (=R5FD1, for example), which is very easy to locate when looking at a list of referring URLs in your analytics application. Interest2action, iCrossings proprietary SEO application, has a top-referring URL report, so this information was very easy to track down.I analyzed data for a seven-day time period, across a variety of clients in different verticals. Here are the results:Client 1: 568 of a total 15,290 referrals, or 3.7% of all Bing-referring URLs, came from Related Searches or included R5FD in the string.Client 2: 429 of a total 10,943 referrals, or 3.9% of all Bing-referring URLs, came from Related Searches or included R5FD in the string.Client 3: 153 of a total 5,539 referrals, or 2.8% of all Bing-referring URLs, came from Related Searches or included R5FD in the string.Client 4: 63 of a total 1,964 referrals, or 3.2% of all Bing-referring URLs, came from Related Searches or included R5FD in the string.The Searches related to feature in Google has been available for quite some time now, but I dont think I have ever used it, not even once (for searching purposes). I pulled down referring URLs from Google using the same criteria as above (seven-day time frame, same clients), and the average was less than .4%. While Bing may never catch up to Google when it comes to search engine marketshare, it has the upper hand when it comes to related searches. How To See All Bing Related Searches In the rapidly evolving digital landscape, search engines have become vital tools for finding information, products, and services. Bing, powered by Microsoft, is one such search engine that offers robust features and capabilities, including the ability to explore related searches. Understanding how to leverage Bings related search functionality can enhance your online search experience, improve your research, and significantly aid in content creation and marketing strategies. Understanding Related SearchesRelated searches are suggestions provided by search engines to assist users in finding relevant content. They usually appear at the bottom of the search results page or on the right sidebar, depending on the layout and your search query. These suggestions might include similar queries, synonyms, or specific phrases that pertain to your original search.Bings related search functionality not only helps users refine their queries but also provides insights into what others are searching for in connection to the original term. This can be invaluable for marketers, researchers, and everyday users looking to acquire a deeper understanding of a topic. Why Use Related Searches?Enhanced Discovery: Related searches can lead you to information you didnt know existed, opening new avenues of exploration.Content Ideas: For content creators, related searches can inspire topics for blogs, videos, or podcasts.SEO Insights: Understanding what users are searching for can inform your SEO strategy and help you target keywords that will drive traffic to your site.Market Research: Related queries can provide valuable insights into consumer behavior and trends.Improved Relevance: Using related searches can help you ensure that your inquiries are comprehensive and relevant.How to Access Related Searches on BingAccessing related searches on Bing is a straightforward process. Here are the steps to see all Bing related searches effectively:Visit Bing.com: Start by opening your preferred web browser and heading to the Bing homepage.Input Your Search Query: Type your query into the search bar and hit Enter or click the search icon.Locate Related Searches: Once the search results are displayed, scroll down to the bottom of the page or look for the Related searches section, which may include phrases or questions similar to your query.Explore Suggestions: Click on any of the related searches to perform a new search based on those suggestions. This can lead you to content that may further enrich your understanding of the topic.Use the Filters: After performing a related search, use Bings filters (such as Images, Videos, News, etc.) to refine your results further based on your needs.Types of Related SearchesBings related searches can be categorized into several types:1. Synonymous SearchesThese are searches that use different terms but point towards similar topics. For instance, searching for "automobile" may show related searches like "car," "vehicle," or "transportation." 2. Question-Based SearchesBing often provides related questions users have asked, such as "What is the best car for families?" or "How much does a vehicle cost?" This can be particularly beneficial for content creators looking to address common queries.3. Long-Tail KeywordsThese are longer, more specific search phrases that typically have lower search volumes but higher conversion rates. For example, if you search for best smartphone, you may also find related searches like "best smartphone under $500" or "best smartphone for photography."4. Geographic SearchesIf your inquiry is location-based, Bing may offer related searches that pertain to geography, such as "restaurants near me" when you search for best restaurants. Practical Applications of Related SearchesLets delve into how related searches can be utilized practically in various contexts:A. For Marketers and SEO ProfessionalsUnderstanding user intent and how to optimize for related searches is key to driving traffic. Here are some strategies:Keyword Research: Use related searches to discover long-tail keywords relevant to your niche. Tools like Bing Webmaster Tools can assist in analyzing these keywords effectively.Content Creation: Develop content around related queries. If many users are searching for how to clean a car alongside best car cleaning products, consider creating content that addresses both.Trend Analysis: Monitor related searches over time to identify emerging trends within your industry. This can help you stay ahead of the competition.B. For Students and ResearchersCollege students and researchers can greatly benefit from related searches: Broader Perspectives: When researching, related searches can help uncover different viewpoints on your topic. For instance, a search about climate change might yield related searches regarding its economic impacts or health implications.Study Resources: Discover scholarly articles and papers that align with related searches, expanding your resources.C. For Everyday UsersEven casual Bing users can enhance their search experience:Shopping: When looking for product reviews, related searches can guide you toward comparison sites or alternatives, leading to smarter purchasing decisions.Travel Planning: If youre searching for travel destinations, related searches can provide you with local attractions, accommodations, and even trending locations.Tips for Engaging with Bing Related SearchesExperiment with Keywords: Dont hesitate to use different keywords in your searches to see a variety of related searches. This can lead you down a path of unexpected and useful information.Refine Your Queries: If the first set of related searches isnt satisfactory, refine your initial query. Slight changes can yield vastly different sets of related searches.Take Notes: When dealing with numerous related searches, take notes on your findings. This way, you can keep track of useful queries, sources, and ideas for future reference.Utilize Bing Vertical Search: Bing offers specialized searches, such as Bing Images, Videos, and Maps. After finding related searches, use these verticals to delve deeper into specific types of content.Stay Updated: Search trends evolve. Regularly check related searches to stay informed about changes in user interest and popular queries within your area of interest.Common Challenges with Related SearchesWhile using related searches can significantly improve your search experience, some challenges may arise:Over-Saturation of Information: Sometimes, related searches can yield an overwhelming amount of information, making it hard to choose the most relevant content. Prioritize searches based on your specific goals.Irrelevant Suggestions: Occasionally, related searches may not align with what youre genuinely looking for. In such cases, reverting to core keywords or refining search terms may be necessary.Pointless Exploration: If the suggestions lead you too far from your original intent, its essential to approach your exploration with a purpose to avoid wasting time.ConclusionExploring related searches on Bing is an excellent way to enhance your search experience, whether youre a marketer, researcher, student, or occasional web user. By effectively leveraging this feature, you can discover insightful content, refine your searches, and better understand user behavior and trends. Understanding how to see all Bing related searches and make productive use of them can significantly aid in achieving your goals, be they related to content creation, academic research, or everyday information gathering. Its a simple yet potent tool that, when used wisely, can transform how you interact with the digital world. In the end, the best approach is to remain curious, flexible, and open to the wealth of information that Bings related searches present. Embrace the journey of exploration, and you might find surprises that enrich your online experience beyond your original intent. The official Bing Search API is soon to be retired on 11th August 2025 (or has already been retired depending on when you're reading this) and you may be searching for a suitable replacement.Here at SerpApi, we provide our own Bing Search API that can be easily integrated to minimize disruption to your service once the official APIs have been retired.In this blog post, I'm going to describe the basic changes you will need to make to make the move to SerpApi's Bing Search API.Step 1: SerpApi AccountIf you don't already have an account with us, your first step is going to be signing up for an account (we offer a free account with 100 free searches per month).Once you have signed up and verified your account, you will need to take note of your SerpApi API key found on your dashboard so that you can use it in the following steps.Step 2: Endpoint and AuthenticationFirst we're going to start off by changing the endpoint and the authentication to move from using the official Bing endpoint and Azure subscription key and over to using the SerpApi endpoint and a SerpApi API key.An overly simplified version of your current setup may look something like so:# environmentsubscription_key = 'AZURE-SUBSCRIPTION-KEY'endpoint = ' # search paramsquery = 'Bing Search API'mkt = 'en-US'headers = { 'Ocp-Apim-Subscription-Key': subscription_key }params = { 'q': query, 'mkt': mkt }# requestresponse = requests.get(endpoint, headers=headers, params=params)response.raise_for_status()print("JSON Response:")pprint(response.json())First you'll need to change the environment variables we have to use your SerpApi API key and our endpoint: # environment- subscription_key = 'AZURE-SUBSCRIPTION-KEY'+ subscription_key = 'SERPAPI-API-KEY'- endpoint = ' + endpoint = ' Next we're going to authenticate via the api_key query parameter and remove the headers entirely as they're not necessary for any calls to our endpoint.We're also going to add 'engine': 'bing' as a parameter so that we're still using Bing for search results. # search params query = 'Bing Search API' mkt = 'en-US'- headers = { 'Ocp-Apim-Subscription-Key': subscription_key }- params = { 'q': query, 'mkt': mkt }+ params = { 'engine': 'bing', 'q': query, 'mkt': mkt, 'api_key': subscription_key } # request- response = requests.get(endpoint, headers=headers, params=params)+ response = requests.get(endpoint, params=params) response.raise_for_status()If your implementation is relatively simple and only uses the q and mkt parameters, then when you make these changes, you should see a full response come back from our endpoint at this stage. The official API's response format differs from our own so there are still changes to make, but we're part way there. SerpApi does not utilize headers for searches, but the functionality provided by the following official API request headers may be largely reproduced by other means:Accept-Language - Language to use for the interface returned. You can not directly set this in our API, instead we infer it from the mkt code providedOcp-Apim-Subscription-Key - API key authentication. As described earlier, we use query parameter api_key for authenticationPragma - Toggles cache state, e.g. no-cache. We use query parameter no_cache=true to disable caching, otherwise searches are cached by defaultUser-Agent - User agent to use for the search, can be used to get results on a per device basis. We use query parameter device with options desktop, tablet, and mobile to achieve thisX-Search-Location - Location to use for the search, e.g. (lat:55;long:-111;re:22 or disp:Seattle, Washington)For lat and long we use the query parameters lat and lonFor disp we use the query parameter locationAll other value types such as radius or timestamp are not supported by our APIThe official API supports a number of headers, the following are entirely unsupported by our API:Accept - Used to specify either application/json or application/ld+json. Using the query parameter output, our API can only be toggled between json or htmlX-MSEdge-ClientID - Used by Bing to assign traffic on a consistent routeX-MSEdge-ClientIP - Used by Bing to infer the user's locationWe do not utilize any response headers to convey information about a search result, so the following official API response headers will not be seen when using our API:BingAPIs-Market - Market used by the requestBingAPIs-TraceId - ID used by Bing to correlate to their logsRetry-After - Rate limiting informationX-MSEdge-ClientID - Assigned/used client ID To illustrate with an example, if you used headers in your script and they looked like this:headers = { 'Ocp-Apim-Subscription-Key': 'AZURE-SUBSCRIPTION-KEY', 'User-Agent': 'Mozilla/5.0 (iPhone; CPU iPhone OS 6_1 like Mac OS X) AppleWebKit/536.26 (KHTML; like Gecko) Mobile/10B142 iPhone4;1 BingWeb/3.03.1428.20120423', 'X-Search-Location': 'lat:55;long:-111;re:22', 'X-MSEdge-ClientIP': '202.89.233.101', 'Pragma': 'no-cache',}params = { 'q': 'Bing Search API', 'mkt': 'en-US',}Then you would be able to retain most of that functionality other than the IP address assignment with the following changes: headers = {- 'Ocp-Apim-Subscription-Key': 'AZURE-SUBSCRIPTION-KEY',- 'User-Agent': 'Mozilla/5.0 (iPhone; CPU iPhone OS 6_1 like Mac OS X) AppleWebKit/536.26 (KHTML; like Gecko) Mobile/10B142 iPhone4;1 BingWeb/3.03.1428.20120423',- 'X-Search-Location': 'lat:55;long:-111;re:22',- 'X-MSEdge-ClientIP': '202.89.233.101',- 'Pragma': 'no-cache', } params = {+ 'engine': 'bing', 'q': 'Bing Search API', 'mkt': 'en-US',+ 'lat': '55',+ 'lon': '-111',+ 'device': 'mobile',+ 'no_cache': 'true',+ 'api_key': 'SERPAPI-API-KEY', }Step 4: Query ParametersThe following query parameters behave the same in both the official API and our API, so you don't need to adjust these:q - The search query termmkt - The market for the search resultscc - The country for the search resultscount - The number of results to returnsafeSearch - The mode to use for safe searchThe following query parameter behaves the same, but has a different name in our API:offset - The number of results to skip before returning search results. This is called first in our APIThe following query parameters can be supported through alternate means in our API:freshness - Controls the age or date-range of search results. These can be achieved using the filter parameter in our API with the following values:Value Day becomes ex1:"ez1" (past 24 hours)Value Week becomes ex1:"ez2" (past 7 days)Value Month becomes ex1:"ez3" (past month)Year (unsupported by official API) becomes ex1:"ez4" (past year)Single date (e.g. 2019-02-04) becomes ex1:"ez5_17931_17931" (number of days since 1970-01-01)Date range (e.g. 2019-02-04..2019-02-06) becomes similar to ex1:"ez5_17931_17933" (number of days since 1970-01-01)The remaining query parameters are unsupported in our API but you can achieve a similar result programmatically:answerCount - Number of answer types to include in the search results. You will need to selectively ignore/include result types after receiving a response to achieve thispromote - Answer types to promote in the search results. You will need to selectively promote or demote result types after receiving a response to achieve thisresponseFilter - Answer types to receive to be returned or excluded in the search results. You will need to selectively include/reject result types after receiving a response to achieve thissetLang - Language to use for the interface returned. You can not directly set this in our API, instead we infer it from the mkt code providedtextDecorations - Whether or not snippets should contain highlighting decorations. Our API will always provide a plain text snippet attribute and a secondary snippet_highlighted_words array attribute where abletextFormat - Format of the text decorations (raw or HTML). You will need to manually build the desired format using snippet and the snippet_highlighted_words array if presentExample Query Parameter ChangesHere is an example to help illustrate where a variety of query parameters have been used with the official API:params = { 'q': 'Bing Search API', 'mkt': 'en-US', 'offset': 10, 'count': 5, 'freshness': '2019-02-04', 'textDecorations': 'false', 'textFormat': 'raw',}All of the above query parameters, with the exception of textDecorations and textFormat can be used as-is or ported to use with our API.Here are the changes that would need to be made to the example to achieve this: params = {+ 'engine': 'bing', 'q': 'Bing Search API', 'mkt': 'en-US',- 'offset': 10,+ 'first': 10, 'count': 5,- 'freshness': '2019-02-04',+ 'filters': 'ex1:"ez5_17931_17931"',- 'textDecorations': 'false',- 'textFormat': 'raw', }Step 5: Response FormatWhile the previous steps have all been quite straightforward, the changes to the response format handling will likely be the most involved for you depending on how much of the data you have been using.Due to the sheer number of different possible response objects available, I'm only going to cover a few of them directly in this blog post.Web PagesReturned in the webPages.value key (an array of results) in the official API, our API returns the equivalent in the top level organic_results key (an array of results).The Bing search URL that would be found under webPages.webSearchUrl in the official API can be found under search_metadata.bing_url in our API.When available, the estimated number of results that was previously found under webPages.totalEstimatedMatches will be available under search_information.total_results in our API.Web Page Result MappingThe following attributes on the web page result objects can be mapped and used without change:name - Name of the web page. Becomes title on our APIurl - URL of the web page. Becomes link on our APIdisplayUrl - Displayed URL of the web page. Becomes displayed_link on our APIsnippet - Snippet describing the web page. No change to name.In order to retain highlighting functionality, you must also utilize the snippet_highlighted_words array (when available) from our API to highlight this in your applicationThe dateLastCrawled and datePublished attributes are not available and have no equivalent, however, the datePublishedDisplayText has a similar property in our result named date.The date attribute in our API will return the date displayed in the result, though it can be in the form of a formatted date (e.g. Oct 29, 2020) or a relative date (e.g. 3 days ago).The deepLinks attribute in the official API can be somewhat mapped by reading the sitelinks.inline and sitelinks.expanded attributes which each contain objects with at least the attributes title, link, and tracking_link in them.Significantly more is available on these organic results when using our API, so don't forget to check out the Bing Organic Results API documentation page. Returned in the relatedSearches.value key (array of related searches) in the official API, our API returns the equivalent in the top level related_searches key (array of related searches). The following attributes on the related search result objects can be mapped and used without change:displayText - Display text of the related search. Becomes query on our API, always unformattedtext - Unformatted text of the related search. Becomes query on our APIwebSearchUrl - URL for the Bing search. Becomes link on our APIImagesReturned in the images.value key (array of images) in the official API, our API returns the equivalent in the inline_images.items key (array of images).The Bing search URL found at images.webSearchUrl in the official API can be found at inline_images.see_more_link in ours.The images.readLink attribute in the official API which provides the URL for the equivalent API image search can be found at inline_images.serpapi_link in our API.The isFamilyFriendly attribute in the official API has no equivalent in our API.Image Result MappingThe following attributes on the image result objects can be mapped and used without change:name - Name of the image result. Becomes title on our APIthumbnailUrl - URL to the image thumbnail. Becomes thumbnail on our APIwebSearchUrl - URL to view the image in Bing search. Becomes link on our APIhostPageUrl - URL the image is found on. Becomes source.link on our APIWhat's NextIf you were able to make the move using everything we've covered in this blog post, great work, there's nothing left for you to do!Otherwise if you were utilizing much more of the official Bing Search API than we were able to cover here, then you're going to want to take a look over our Bing Search API documentation and everything we provide to fill the rest of the gaps.It's also worth taking a look at our Bing Playground and performing a few searches to see it all in action.That's all for now, I hope this was helpful to get you started on your transition to our Bing Search API! Bing searches that may be related to other search terms are presented with related search section, typically at the bottom of the search page.

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