GUIDES

Why does Bing matter for ChatGPT?

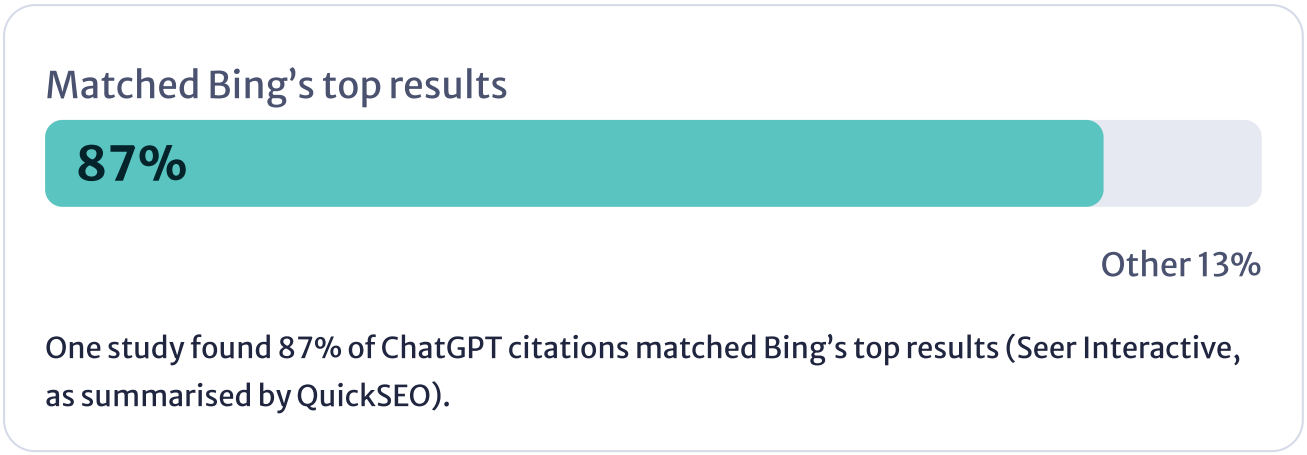
By Erik Mäkitalo, founder of Mandalytics · Updated 3 November 2026 · 4 min read

THE SHORT ANSWER

When ChatGPT searches the web, its results follow Bing far more closely than Google: one study found 87% of ChatGPT citations matched Bing's top results. So being found in Bing helps you be found in ChatGPT. The fix is free and takes under an hour: set up Bing Webmaster Tools, submit your sitemap and switch on IndexNow.

Why does a search engine with a small audience matter?

Not because many people use it, but because other tools borrow from it. Research summarised by QuickSEO reports that ChatGPT tracks Bing (87% of citations match Bing's top results, Seer Interactive), Perplexity tracks Google closely and Claude uses Brave. Many website owners only ever look at Google, so a Bing check is a quiet advantage.



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How do I get my site into Bing properly?

1. **Create a Bing Webmaster Tools account** at bing.com/webmasters and add your website. If you already use Google Search Console, you can import your site from it.
2. **Submit your sitemap.** It is usually at `yourdomain.com/sitemap.xml`.
3. **Switch on IndexNow.** This is a small protocol that tells Bing the moment a page is new or changed. Most website platforms have a plugin or a setting for it, and Cloudflare can send it for you.
4. **Check your brand in Bing.** Search for your business name at bing.com. Is your site first? Are the title and description right?

Is there anything new in Bing Webmaster Tools?

Yes. Bing Webmaster Tools has an AI Performance report that shows when

Copilot cites your pages (in preview since February 2026). Google's Search Console now also shows impressions in AI Overviews and AI Mode, live for all sites since 31 August 2026. Both are free, and both are worth a look once a month.

Frequently asked questions

Do I need to give up Google to focus on Bing?

No. Keep doing everything for Google. Bing is an extra, low-effort step that also helps with ChatGPT.

What is IndexNow?

A free protocol that lets your site tell search engines such as Bing about new and changed pages straight away, instead of waiting for them to be found.

Want these steps as a weekly to-do list for your own site?

Reading this is already a step forward. Mandalytics checks your website in Google and in AI tools every week, then sends the five tasks that will bring you the most visitors, each with the reason why and the steps to do it. You learn as you go, and every small win brings more visitors, more customers and, in the end, more revenue.

See how Mandalytics works

Where this comes from

- QuickSEO: what each AI platform cites
- eSEOspace: Bing Webmaster Tools and IndexNow for AI search
- Google: Search Console generative AI performance reports