Bing tests clickable underlined text in organic result descriptions

Bing is testing clickable, underlined text within the descriptions of its organic search results. When clicked, this text doesn’t take you to the website’s landing page like you might expect instead, it redirects you to a new search query within Bing’s own results.

Here is a screenshot of how it looks.

This suggests Bing may be more focused on keeping users engaged within its own search experience surfacing related queries directly from organic content rather than driving traffic out to the underlying site. It’s a notable difference from how we’d typically expect clickable text in a result description to behave.

More about:

https://searchenginewatch.com/bing-tests-clickable-underlined-text-in-organic-result-descriptions/