

Video: Frédéric Dubut of Bing on core ranking, spam fighting and much more

At SMX East last week, I sat down with the lead PM of Bing's core ranking team, Frédéric Dubut, to ask him questions around how Bing search works. We discussed everything from crawling, indexing and rendering, to spam fighting and even core ranking.

Did you know that Bing is actively downplaying any personalization it does for its search results? Did you know that Bing doesn't seem to use Facebook data anymore for search? There is a lot in this video that is pretty fascinating around Bing Search works.

Watch our video interview below:

[embedded content]

I started this vlog series recently, and if you want to sign up to be interviewed, you can fill out this form on Search Engine Roundtable. You can also subscribe to my YouTube channel by clicking [here](#).

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About The Author



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