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Bing searches that may be related to other search terms are presented with related search section, typically at the bottom of the search page. 2016-2025 SerpApi, LLC. Interface Testing Initiative: Bing is experimenting with new alternative names for its "Related Searches" section, including action-oriented headers like "Get detailed results," "Take a deep dive," and community-focused options such as "What others are searching for," moving beyond the traditional format to create more engaging user guidance.Psychology-Driven Design: The new headers leverage user behavior insights by incorporating social proof and conversational language, making exploration feel more intuitive and encouraging users to spend more time discovering comprehensive information through related search engagement.Data-Informed Algorithm Development: Each interaction with related searches provides valuable feedback about topic relationships, user intent patterns, and content discovery preferences, enabling Bing's algorithms to continuously learn and better predict what information users will find helpful.Content Discovery Optimization: These changes support broader information discovery goals by helping users expand topic understanding, find missed details, and navigate between connected concepts, which benefits both user experience and content strategies that anticipate exploration patterns. Search behavior continues to evolve, and major search engines consistently adapt their interfaces to match user expectations. Bing has recently begun testing alternative names and titles for its Related Searches section, signaling a shift in how the platform aims to guide users toward relevant information.How Related Searches Shape Discovery on BingThe familiar Related Searches section has been a staple of search results pages for years, appearing prominently after initial search results. This feature traditionally displays semantically connected queries that other users have explored, creating a natural path for deeper research and discovery.Alternative Search Suggestion Headers Under TestingBings current experiment introduces several new variations for presenting related searches, moving beyond the standard format. New headers being tested include:Get detailed resultsGet more results aboutWhat other people are searchingWhat others are searching forTake a deep diveTake a closer lookThese variations suggest a strategic move toward more action-oriented and community-focused language, potentially making the feature more engaging for users.Search Engine Psychology and User BehaviorThe psychology behind these changes reveals interesting insights about how users interact with search results. When presented with related searches, users often discover unexpected connections and valuable information they hadnt initially considered. The new headers appear designed to tap into this natural curiosity while making the exploration process more intuitive.Impact on Search Result Navigation PatternsThese subtle changes in presentation could significantly affect how users navigate through search results. The more conversational tone of headers like What others are searching for creates a sense of social proof, potentially increasing user confidence in exploring related topics.Search patterns typically show that users who engage with related searches spend more time exploring topics and often report finding more comprehensive information. The new headers might further encourage this beneficial behavior.Search Algorithm Learning and AdaptationBehind these interface changes lies a sophisticated system that learns from user interactions. Each click on a related search provides valuable data about:Topic relationshipsUser intent patternsContent discovery preferencesSearch refinement behaviorThis continuous feedback loop helps Bings algorithms better understand and predict what information users might find helpful in future searches.Related Search Features and Information DiscoveryThe evolution of related search features represents a broader trend in search engine development focused on improving information discovery. These features help users:Expand their understanding of complex topicsFind specific details they might have missedDiscover new aspects of their initial search interestNavigate through related concepts more effectivelySearch Experience Optimization StrategiesUnderstanding these changes helps create content that aligns with how users actually search and explore information. Successful optimization approaches include:Building comprehensive topic clustersAddressing related questions and concernsCreating natural paths between connected topicsDeveloping content that anticipates user exploration patternsFuture Implications for Search BehaviorAs search engines continue refining how they present related information, were likely to see more sophisticated approaches to guiding user exploration. These changes could lead to:More intuitive search experiencesBetter topic understandingImproved information discoveryEnhanced user engagementSearch Interface Evolution and User AdaptationThe testing of new headers for related searches represents just one aspect of ongoing search interface evolution. Success will ultimately depend on how well these changes resonate with users and improve their ability to find relevant information.What unexpected ways might these subtle interface changes influence how we discover and connect information in our increasingly complex digital world? 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 resultssafeSearch - 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, '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,- '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! Microsoft is testing using alternative names and titles for the related searches section within the Bing Search results. I was able to trigger four alternatives to the normal related searches header and others spotted an additional two alternartives.The normal one is "Related searches for" and looks like this:Here are the four alternatives:Get detailed results:Get more results about:What other people are searching:What others are searching for:Here is another one - Take a deep dive - which I was unable to replicate: Bing testing Take deep dive "x" search refinement. Usually we see People also search for and related searches.
pic.twitter.com/8B3GgcR8v7 Khushal Bherwani (@b4k_khushal) May 21, 2025

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