Bing News PubHub Technical Help

Ownership Verification

Bing News PubHub requires that you verify your site using [Bing Webmaster Tools](#) before you can submit your site to Bing News PubHub.

On the Bing Webmaster Tools site:

- Sign in with a Microsoft account (MSA.) Here are the steps to [create an MSA](#) if you don't already have one.
- After signing in with MSA, use the Bing Webmaster Tools to verify ownership of the sites you want to submit.
- Click the link "Add" and verify ownership of news site in Bing Webmaster Tools.
- Add your site using Bing Webmaster Tools.
- If you have submitted your site in Bing Webmaster Tools previously, you must again verify ownership before you can resubmit your site to Bing News PubHub.
- Follow the instructions at Bing Webmaster Tools to verify your site.
- After your site ownership is successfully verified, return to Bing News PubHub.

On the Bing News PubHub site:

- You will see your site listed in the "Your Sites" area in the middle of the page.
- In the "Your Sites" area, you will see a "Status" next to your submitted site's name and URL. Status will show one of the following results:
  1. **Rejected:** Your submission request is not aligned with [Publisher Guidelines](#). You may resubmit your site in three months for reconsideration.
  2. **Under review:** The Bing News PubHub Team is analyzing your submission. Once the review is complete, status will show accepted or rejected.
  3. **Accepted:** Your site has been included in Bing News.
  4. **Not verified:** You have added your site in Bing Webmaster Tools but haven't completed the process to have your site ownership verified. Once you complete the verification process, status will show it is under review.

Managing your Bing News PubHub information

Bing News PubHub asks that you complete the following areas of our submission form. The more detail you provide regarding the operation, production, and nature of your site content, the easier it is for our team to evaluate your submission.

- **Site information:** Briefly describe your site. This area includes facts about the nature of your site and its content. Fields with an asterisk are required.
- **News sections:** This area allows you to provide us with direct links to sub-domains within your site, like Sports, News, or Politics. Note that sections are not individual article URLs (for example http://www.example.com/sports/UCLA-heads-to-playoffs.html is not a section).
- **RSS link:** These are the RSS or XML feeds that allow other sites to dynamically access your content.
- **Sitemap link:** This should be a link to the directory structure of your site.
- **Contact:** This lets us know how to reach you with questions or issues about your site.
- **Attribution:** This area lets you specify the site name that users see when accessing your content. For example, if a publisher named "The Chronicle of Higher Education" wanted a shortened version of their name to appear with their content, that publisher would enter "The Chronicle" into the Attribution section.

Notes:

Bing Webmaster Tools periodically reviews the verification of sites to ensure that publishers continue to meet guidelines. A site must continue to meet verification requirements to maintain inclusion in Bing News PubHub.

Each variant of a URL is considered a separate site. For example, URLs that begin with http:// and https://, or that end with .com, .com.uk, or .net are unique sites. You will need to create separate submissions for each URL.

Updating information in Bing News PubHub

Once your site has been approved, you can update site information at any time. From the "Your Sites" area, click on the "Update" button for the site you wish to modify.

- Add or update news sections, RSS feed links, or Sitemap links if you haven't included these when you initially submitted your site.
- Save any changes by clicking "Update."

- Site updates must be reviewed by our team. You can view whether or not your update has been approved by looking at the status of the appropriate section. For example, the News sections area shows the status for any updates with one of the following results:
    1. **Not accepted:** Your update is not aligned with [Publisher Guidelines.](#) Your information will remain as it was prior to the attempted update.
    2. **Pending:** Your request is undergoing review by the Bing News Pubhub team.
    3. **Active:** Your update has been approved and is reflected in Bing News.

Troubleshooting

My site was Approved but status says "pending."

Sometimes there is a lag time between site approval in Bing News PubHub and when it is added to the Bing News Index. Please wait a few more days, and, if your submission still says "Pending," please feel free to contact us.

I submitted my site for consideration but have received no reply.

Due to a number of factors, it may take some time for your site to be reviewed for inclusion in the Bing News Index. When your site has been reviewed, you should receive an email at the email address you listed under the "Contact" section of the submission form. You can also check the status of your site under the "My Sites" area of Bing News PubHub.

My site was rejected but I don't understand why.

Due to the large number of submissions we review on a daily basis, we are unable to reply to questions regarding individual site selections. Please review our "Publisher Guidelines" and "Help" section for insight into how we select sites for inclusion.

My site was Accepted but some versions of my site URL are not being included.

Bing News PubHub considers URLS that begin with [http://**](#) and [https://**](#) or that end with [http://***.com](#) and [http://***.com.uk](#) to be different sites. You will need to create separate submissions for all versions of sites that have these distinct URL designations.