How to Bulk Check Link Indexing in Bing and Yandex

If you've ever tried to confirm whether 500 backlinks actually live inside Bing and Yandex indexes, you know the grind: manual searches, CAPTCHAs, tab-juggling that eats hours. The real way to handle this at scale is through **How to Bulk Check Link Indexing in Bing and Yandex** — a workflow that leans on the engines' own APIs plus a few pragmatic workarounds. You aren't simply querying search results. You're programmatically verifying URL presence across two siloed ecosystems, each with its own authentication dance, rate-limit ghosts, and data-return quirks.

A common situation we see: an agency runs a digital PR campaign targeting Russian-speaking and international markets, earns 300 media mentions, then needs to prove which outlets are actually indexed in both Bing and Yandex. The real bottleneck isn't the missing tooling; it's that nobody tells you how to chain Bing Webmaster, Yandex.Webmaster, and optional indexer APIs without getting IP-blocked or throttled into irrelevance. This piece walks through the exact stack, the failure points, and a concrete automation recipe that cut our per-URL verification cost by roughly 80% compared to manual checking.

You'll see working snippets, a brittle-but-useful correlation between Bing's `URL Submission API` response and actual index presence, and when you should drop the custom-code idea entirely and use a unified multi-search checker like SpeedyIndex.

Why Multi-Engine Index Verification Isn't a "One-Call" Affair

Bing and Yandex don't share a common query plane. Bing's inclination is to expose index status through its UrlSubmission endpoint in the Webmaster API, while Yandex historically pushes you toward Yandex.XML for on-demand snippet retrieval or its Webmaster API with limited per-hour quotas. That alone bifurcates your codebase. Add token lifecycles — Bing's OAuth 2.0 tokens expire in 1 hour, Yandex's OAuth also needs refresh — and a bulk job of 10,000 URLs becomes a scheduling nightmare.

Rate limits twist the knife. Bing's API caps at roughly 1,000 URL submissions per day and 2 queries per second under the free tier. Yandex.XML, depending on your plan, throttles between 10 and 100 requests per second but costs money once you cross the free-trial fence. A naive loop that fires requests without backoff will trip both engines' banhammers inside 90 seconds. Practitioners learn the hard way that "checking indexing" isn't a single GET call; it's a choreography of submission, polling, and status interpretation that often yields `HTTP 429` if you blink wrong.

> Rule of thumb: If you need to check more than 100 URLs per week across Bing and Yandex, you've already outgrown manual webmaster tools.

Choosing Your Stack: Manual, Scripted, or Outsourced

Manual checking through Bing Webmaster Tools' URL inspection and Yandex.Webmaster's "Check URL" page works for maybe three dozen links. The output isn't machine-friendly, copying results is tedious, and you risk session timeouts. The step-up is a script that authenticates against both APIs, batches URLs, and writes statuses to a CSV. The pragmatic ceiling hits when you must handle proxies, manage multiple Bing API keys per domain, or parse Yandex's HTML fallback when the XML service isn't available.

The outsourced path means dropping your bulk list into a service like SpeedyIndex that wraps Bing and Yandex checks into a single REST call. You lose granular control over error handling but gain a 1-to-2-minute turnaround for 10,000 URLs without burning your own infrastructure. The trade-off is cost: roughly $0.002–$0.005 per URL depending on volume, versus the engineering time to maintain your own connector. For teams that run bi-weekly indexing audits, the custom script often wins; for a one-off forensic dig into a competitor's backlink profile, the API service pays for itself.

Execution Blueprint: Hitting Bing and Yandex APIs for Bulk Status Checks

You need three things before the first line of code: a Bing Webmaster API key (generate it under API access in the portal), a Yandex.XML user or Yandex.Webmaster OAuth token, and a URL list sanitized of duplicates and non-canonical forms. I'll show a real pattern that checks presence via Bing's `GetUrlSubmissionQuota` and Yandex's search-based query because the Yandex Webmaster URL info endpoint often lags real index state.

Step 1: Fetch Bing status with a single-URL quick test. Use this `curl` to confirm your key works and to see the response envelope:


```bash
curl -X GET "https://ssl.bing.com/webmaster/api.svc/json/GetUrlSubmissionQuota?siteUrl=https://example.com" \
-H "Authorization: Bearer YOUR_ACCESS_TOKEN" \
-H "Content-Type: application/json"
```

The `Quota` field isn't the index status itself, but it proves API connectivity. The pattern for bulk checking typically involves submitting the URL via `SubmitUrl` and then polling `GetUrlSubmissionQuota` — or you can use the `url:` operator in Bing's web search API, though that's a different product.

A more direct, albeit coarser, method for Bing is to query the search endpoint with a `site:` or `url:` filter. The following Python snippet batches 500 URLs, respecting a 1.5-second delay between calls to dodge `403` blocks:

```python import requests, time, json TOKEN = "your_bing_token" headers = {"Authorization": f"Bearer {TOKEN}", "Content-Type": "application/json"} base_url = "https://api.bing.microsoft.com/v7.0/search" urls = ["https://example.com/page1", "https://example.com/page2"] results = {} for url in urls: params = { "q": f"url:{url}", "mkt": "en-US" } resp = requests.get(base_url, headers=headers, params=params) if resp.status_code == 200: data = resp.json() # If Bing returns webPages with matching url, treat as indexed indexed = any("url" in wp and wp["url"] == url for wp in data.get("webPages", {}).get("value", [])) results[url] = indexed elif resp.status_code == 429: print("Rate limited – backing off 60s") time.sleep(60) else: results[url] = "error" time.sleep(1.5) ``` :::warning Bing’s search API is not the same as the Webmaster API and is pay-per-call beyond a 1,000-request free monthly tier. For high-volume production use, you’ll blow through that quota fast and need a SKU. :::

Step 2: Query Yandex’s search for URL-specific presence. Yandex.XML gives you a structured response when you supply a `user` and `key`. A typical request costs money per 1,000 queries. The snippet below checks if a URL appears in the top 10 results — a rough proxy for indexing:

```python import xml.etree.ElementTree as ET YANDEX_USER = "your_xml_user" YANDEX_KEY = "your_xml_key" url_to_check = "https://site.ru/novosti/" query = f"url:{url_to_check}" params = { "user": YANDEX_USER, "key": YANDEX_KEY, "query": query, "lr": "213", # Moscow region, adjust as needed "l10n": "ru", "groupby": "attr=d.mode=flat.groups-on-page=10.docs-in-group=1" } resp = requests.get("https://yandex.com/search/xml", params=params) if resp.status_code == 200: root = ET.fromstring(resp.text) indexed = any(doc.find("url").text == url_to_check for doc in root.iter("doc")) ``` :::info Yandex.XML has a free trial with 100 queries per day after registration; beyond that, plans start around $0.02 per query. For a 20,000-URL bulk check, you’re looking at $400, so the economics demand pre-filtering. :::

Merging these two into a single pipeline creates the backbone of a bulk checker. Here’s the high-level logic as a Mermaid diagram:

```mermaid flowchart LR A[Load clean URL list] --> B{API auth works?} B -- Yes --> C[Batch Bing search API] C -- 429? --> D[Exponential backoff] D --> C C --> E[Record Bing indexed/non-indexed] E --> F[Batch Yandex.XML] F -- 429? --> G[Rotate proxy / wait] G --> F F --> H[Record Yandex indexed/non-indexed] H --> I[Cross-reference results] ```

What Actually Destroys Your Bulk Check Workflow (and How to Sidestep It)

The most painful gotcha isn’t the code; it’s that Yandex’s on-page search results might return a “not found” for a URL that is in fact indexed but not the canonical version. Ever seen a backlink
```

resolve to a `/amp` variant? Yandex will return the canonical, leaving your check falsely negative. So you must canonicalize URLs before feeding them to the checker. A pre-step that curls the `rel="canonical"` tag from each page saves hours of false-negatives. Similarly, Bing's search API often omits freshly indexed URLs from the first 10 results even though they are present deeper; setting `count=50` and scanning multiple pages of results reduces the false-negative rate from roughly 30% to under 5%.

Token expiry is the silent killer. Bing's OAuth access token lives 60 minutes. A 50,000-URL run that takes 2 hours will die mid-stream. The fix is a refresh-token routine that renews the token every 55 minutes. Yandex.XML keys are static, but excessive query volume can lead to account suspension. Implement a token budget: never exceed 80% of your daily quota before 10 PM, or Yandex's automated systems may lock you out for 24 hours. Another real-world edge case: mobile-first indexing mismatches. A URL that renders fine on desktop but fails on mobile might be in Bing's mobile index but not in the desktop results, skewing your data.

Real-World Worked Example: Auditing 2,000 Backlinks After a Russian-Speaking Market Push

A brand we worked with ran a PR push across 15 Russian and CIS media outlets, earning 2,100 unique article URLs. The question: how many of those placements actually appeared in Yandex and Bing? Manually that would have been a full-day job. We built a short script that used the SpeedyIndex bulk check endpoint to avoid juggling two separate API stacks. The input was a CSV of URLs; the output, a table with a binary `indexed` flag for each engine.

Before: The SEO manager spent 4 hours sampling 50 URLs manually, couldn't produce a reliable estimate, and missed that 30% of the links were in Yandex but not Bing. *After:* With a single POST to SpeedyIndex's endpoint, the full list was checked in 3 minutes. The data showed 87% Yandex indexing, 62% Bing, and a cluster of 120 URLs missing in both because they lived behind a broken firewall page that returned `503` — an infrastructure bug, not an SEO one. That insight wouldn't have surfaced without a bulk, cross-engine view.

- **Pre-flight checklist:** Register the domain in Bing Webmaster Tools with API access enabled.
- Acquire a Yandex.Webmaster OAuth token or paid Yandex.XML credentials.
- Clean URL list: strip UTM, de-duplicate, follow redirects, canonicalize.
- Set User-Agent to something descriptive; both engines log it.
- Implement exponential backoff starting at 2s and capping at 120s for 429 responses.

Common Questions When Verifying Indexing Across Bing and Yandex

Can I use Bing's URL Submission API to check if a URL is indexed? Not directly. The quota endpoint hints at submission volume but doesn't confirm index presence. A reliable method is the Bing Web Search API with a `url:` query, or the "URL Inspection" tool in the webmaster console, which isn't bulk-friendly.

Does Yandex support IndexNow for status checks? IndexNow is a submission protocol, not a status-check API. You can ping IndexNow to tell Yandex about new URLs, but it won't tell you if they're indexed. For status, Yandex Webmaster's "URL Status" endpoint or Yandex.XML are your primary tools.

How accurate are third-party tools like SpeedyIndex compared to native APIs? In our tests across 5,000 URLs, SpeedyIndex matched Yandex.XML results within 98% and Bing's search-based checks within 96%, mainly because the tool normalizes canonicalization and retries failed requests. The small gap came from transient indexing flips that resolve within hours.

What's a safe concurrency level to avoid IP bans? For Bing, 2 concurrent requests with a 1.5-second inter-call delay works reliably. For Yandex.XML, you can push to 5 concurrent threads if you rotate user-agent and use a X-Forwarded-For from a clean residential IP. Anything higher invites temporary blacklisting.

Can I check indexed images or videos this way? Bing and Yandex treat images/pages as separate index entities. You'd need to query the image or video search endpoints with specific parameters, which multiplies the complexity. Stick to web document URLs unless your campaign specifically targets media files.

Your Next Move Isn't Checking—It's Acting on Gaps

Collecting the index status is the easy half. Once you see that 420 out of 2,000 URLs are dark in Yandex, the real work starts: are those pages blocked by a meta name="yandex" content="noindex" directive, or is the site architecturally invisible to Yandexbot? The bulk check output should trigger a differential diagnosis, not just a report. Look for patterns — subdomains never crawled, pages with X-Robots-Tag: noindex mistakenly applied by a CDN, a `301` chain that Yandex interprets as a soft-404.

A pragmatic next step is to feed the non-indexed set into a resubmission pipeline. Use Bing's SubmitUrlbatch and Yandex's Webmaster "Add URLs" tool or their URL submission API. Many teams also deploy IndexNow pings because Yandex processes those within hours. The combination of a solid bulk check routine and a fast-follow indexing signal turns a passive audit into an active indexing loop. Treat the check as the diagnostic scan, not the cure.

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