Your site audit reporting guide

Site audit · Built with Datapipe

Start with crawl activity. Then work through the issues Bing flags and the URLs behind them.

Explore the report

01 Crawl
Pages crawled, crawl errors, pages in index and response codes by day.

02 Issues
Each issue Bing flags, and the URLs it affects.

Use your own data

1 Add Bing Webmaster Tools as a data source in Datapipe.
Choose a site you have verified in Bing.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Crawl counts use Bing's reported calendar dates. Pages crawled, crawl errors and response codes add up across days. Pages in index is a daily total and is never added across days.

Issues are the ones Bing currently flags for each URL. One URL can carry more than one issue.

Bing does not give a health score or rate issue severity.

Sample data · Bing crawl activity 10 August–7 November 2026; flagged URLs as of 7 November 2026.

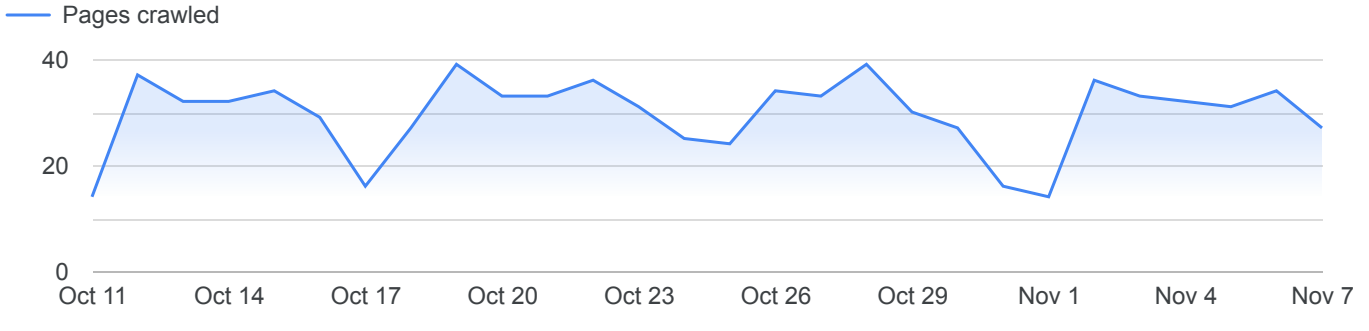
Crawl and index

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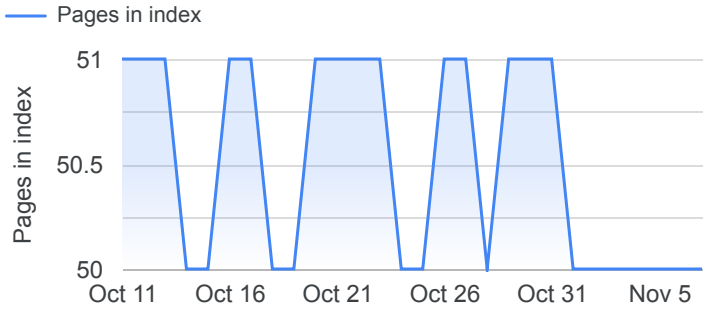
Oct 11, 2026 - Nov 7, 2026

Pages crawled	Crawl errors	4xx responses	5xx responses
828	24	19	5
↑ 1.5% from previous 28 days	↓ -40.0% from previous 28 days	↓ -20.8% from previous 28 days	↓ -68.8% from previous 28 days

Daily pages crawled



Pages in index



Daily crawl activity

	Date	Pages crawled	Crawl errors	Pages in index	Blocked by robots.txt	4xx responses	5xx responses
1.	Nov 7, 2026	27	0	50	2	0	0
2.	Nov 6, 2026	34	2	50	2	2	0
3.	Nov 5, 2026	31	0	50	2	0	0
4.	Nov 4, 2026	32	0	50	2	0	0
5.	Nov 3, 2026	33	0	50	2	0	0
6.	Nov 2, 2026	36	0	50	2	0	0
7.	Nov 1, 2026	14	0	50	2	0	0
8.	Oct 31, 2026	16	1	51	2	0	1
9.	Oct 30, 2026	27	0	51	2	0	0
10.	Oct 29, 2026	30	3	51	2	3	0

1 - 10 / 28

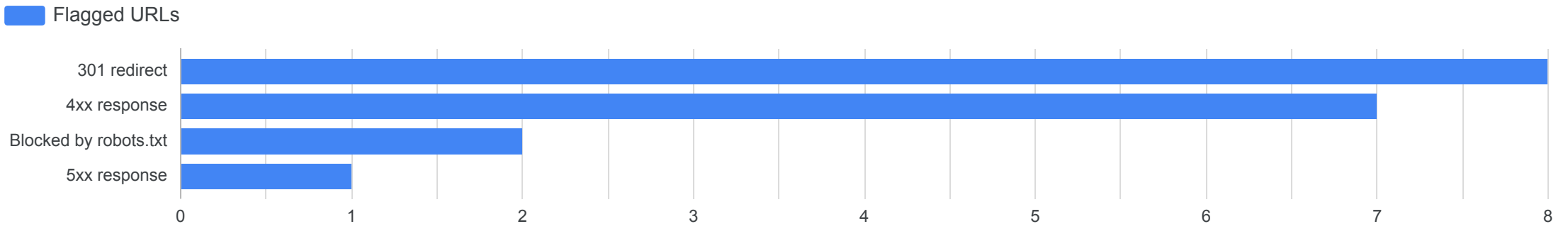
Crawl activity by day comes from Bing Webmaster Tools. Pages crawled, crawl errors and response counts add up across the period; pages in index and robots.txt counts are daily totals, so read them day by day.

Issues

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Issues Bing reports	Flagged URLs
4	18

URLs flagged for each issue



URLs Bing flags

	Page URL	HTTP status	Issues on page	Inbound links ▾
1.	https://www.example.com/sale	301	301 redirect	23
2.	https://www.example.com/guides	301	301 redirect	22
3.	https://www.example.com/garden-beds	301	301 redirect	21
4.	https://www.example.com/tools	301	301 redirect	16
5.	https://www.example.com/watering	301	301 redirect	16
6.	https://www.example.com/shop	301	301 redirect	15
7.	https://www.example.com/compost	301	301 redirect	14
8.	https://www.example.com/search	503	5xx response	12
9.	https://www.example.com/cart	200	Blocked by robots.txt	12
10.	https://www.example.com/account	200	Blocked by robots.txt	5

1 - 10 / 18

Issues are the ones Bing currently flags for each URL. One URL can carry more than one issue. Bing does not rate severity, so fix server errors and missing pages first.