



# Microsoft Search Admin Training Guide

## Content and Customization Tasks

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# Introduction

## Overview

This training guide introduces you to the tasks you may be asked to perform as Global admins, Search admins, or Search editors in support of Microsoft Search.

We introduce the Search & intelligence admin center and some basic administrative tasks, like provisioning users and managing roles in lessons 1 and 2. These topics are covered here primarily for the benefit of new admins.

Lessons 3-7 cover Microsoft Search tasks that Search admins and editors will need to perform on an ongoing basis. Even experienced admins will undoubtedly find some useful new information in these sections.

This training guide does not cover usage of Microsoft Search from an end-user perspective, it focuses exclusively on topics relevant to administrators. Enjoy!

## Goals

After finishing this guide, you will be able to:

- Complete key tasks associated with your role
- Navigate the Microsoft 365 admin center
- Use tools and services relevant to your role
- Get help and guidance for unfamiliar topics

## Target audience

All administrators and personnel who will work to support Microsoft Search in your organization.

Time required to complete this guide: 90-120 minutes (depending on role).

## Administrative tasks and roles

Access to administrative tools is determined by your role. Global admins can assign admin permissions to other users. Microsoft recommends having at least two Global admins in your organization (in case you need to reset another Global admin's account) and assigning all other admins specialty admin roles.

The Microsoft 365 admin center provides several predefined specialist roles, including two dedicated to search administration: **Search admin** and **Search editor**. The table below provides an overview of each of the administrative roles and the tasks that are available to them.

Task	Role	Permissions
Tenant/service management	Global admin	All (Can create and manage all aspects of Microsoft 365 and Azure portal settings, assign roles, groups*)
Assign section admin		Assign user as specialty admin (such as Search admin)
Assign section editor		Assign customized permissions (such as Search editor)
Search service management (publish, edit, save, schedule, import/export acronyms, bookmarks, Q&As, locations, etc.)	Search admin	<b>Can</b> create and manage all aspects of Microsoft Search-specific features <b>Cannot</b> edit organizational profile; add/edit/remove users, manage groups*, edit licenses, assign roles, configure conditional access, company profile settings, or other AAD settings
Create and manage editorial content such as bookmarks, Q&As, locations, floorplans, etc.	Search editor	Same as Search admin
Suggest bookmarks or Q&A	User	No special permissions

\* Only Global admins or admins who also have the user management role can manage Office 365 Groups.

**Global admin:** This role has complete control over, and complete access to, all enterprise apps and services. Most organizations assign a small number of users as Global admins. These admins, in turn, assign other users as administrators of specific sections. The section administrator for Microsoft Search is known as the Search admin. Only a Global admin can assign the roles of Search admins or Search editors. For more information, see [Set up Microsoft Search](#).

### Search admin:

- **Full access** to Search & intelligence settings
- **Limited access** to user management options
- **Cannot access** non-Microsoft Search-related areas of the Microsoft 365 admin center or AAD settings.

**Search editor:** This role is usually tasked with the management of editorial content such as bookmarks, Q&As, and so on. It has the same permissions and limitations as Search admin.

## Which products include Microsoft Search?

Microsoft Search is included with desktop and mobile versions of Office 365 apps, SharePoint Online, OneDrive for Business, Edge, and Bing. For more info, see [Overview of Microsoft Search](#).

## Supporting documentation

Documentation links provide additional details about settings, scripts, and deployment tools. As you review and use this guide, also take a few minutes to familiarize yourself with this information.

# Lesson 1: Search & intelligence settings

## Overview

In this lesson, we will take a look at the Search & intelligence section of the Microsoft 365 admin center, where you will learn how to administer Microsoft Search users and features.

## Objectives

After you complete this lesson, you will be able to:

- Access the Microsoft 365 admin center
- Review additional menu items pertaining to Microsoft Search

## Time to complete

This lesson takes about 5 minutes.

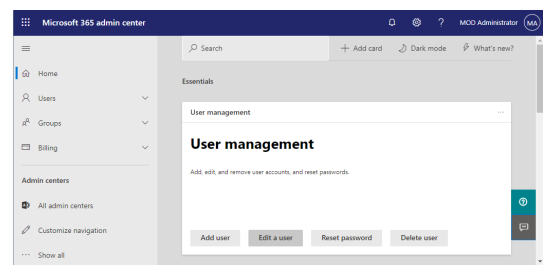
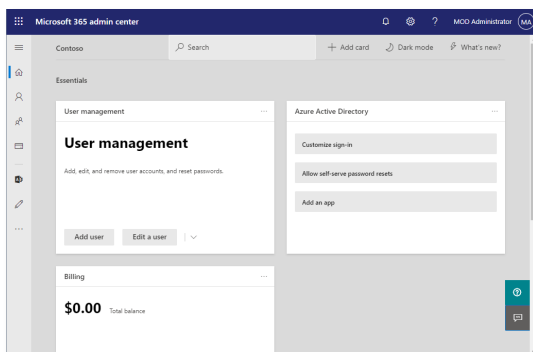
## Action 1: View settings in the Microsoft 365 admin center


The Microsoft 365 admin center is where you'll probably end up spending most of your time administering Microsoft Search. To view administrative tools and settings, you must be signed in as an admin.

The steps below (and subsequent lessons) assume you are signed in with an admin account.

**Important:** We recommend using a test account or signing in to a non-production tenant while you're learning about Microsoft Search admin tasks. This helps ensure you'll maintain access to any corporate resources you usually rely upon. And if, for some reason, you do need to sign in with a different account during this module, verify the account and tenant you're signed in to before you make any changes.

1. Go to [admin.microsoft.com](https://admin.microsoft.com) in your browser.
2. You should see a screen that looks similar to one of these:



3. If the left navigation menu is collapsed (first image above), click the hamburger icon  at the top to open the menu.

4. Select **Show all** > **Settings** > **Search & intelligence**.

**Tip:** Your admin center screen may look slightly different than the examples shown here. If you see an option to preview the new admin center, set it to **On**.

## **Action 2: Review the Microsoft 365 admin center menu options**

In this guide, we'll only be looking at sections of the admin center that pertain to Microsoft Search. For a complete rundown of all the options, see the [Microsoft 365 admin center help](#).

# Lesson 2: User accounts

## Overview

In this lesson, you'll learn how to provision user accounts. Simply put, provisioning means adding applicable licenses and user information such as contact info, office location, job titles, and roles to the accounts you create.

## Objectives

After you complete this lesson, you will be able to:

- Create, edit, and manage user accounts
- Apply an Office 365 license, role, and other provisioning details to a user account

## Time to complete

This lesson takes about 5 minutes.

To provision a user account, complete some or all of the following:

1. Assign users
2. Apply licenses (required)
3. Manage roles
4. Fill out each user's profile with office location, contact information, and other info (optional)

The order in which you complete these steps is not critical. However, applying the license is mandatory—Microsoft Search won't work at all without one—so we'll start by adding a user and then applying a license.

### Action 1: Add a test user

One Global admin duty is adding new users. Adding a new user and enabling search-related permissions is a common task well worth learning—and you'll need to use these skills again in an upcoming lesson. If you don't need to add any users or already know how to do this, feel free to jump ahead to the [Apply a license](#) or [Manage roles](#) portions of this lesson. For more information about adding users, see [Add users and assign licenses at the same time](#).

1. Go to **Users > Active users**, then select **Add a user**.
2. In the **Set up the basics** pane, fill in the basic info for your test user, and then select **Next**.

**Tip:** If you don't add a first name here, the user's name won't appear next to the signed-in icon.

3. In the **Assign product licenses** pane, select an appropriate product license, and then select **Next**. To test work search and results, you must select a license that includes



Microsoft Search in Bing, for example, Microsoft 365 Apps for enterprise.

The screenshot shows the 'Add user' dialog box with the 'Product licenses' pane selected. The 'Licenses (1)' section lists several options, with 'Office 365 E5' (2 of 26 licenses available) checked. Other options include 'Enterprise Mobility + Security E5', 'Microsoft Flow Free', 'Microsoft PowerApps Plan 2 Trial', 'Microsoft Teams Trial', 'Office 365 E3', and 'Windows 10 Enterprise E3'. A 'Create user without product license' option is also visible but not selected. The 'Next' button is highlighted in blue.

4. In the **Optional settings pane**, click **Next**. You'll review and edit this user's role settings in a few minutes.
5. Click **Finish Adding**.
6. You'll see the user details you entered.

The screenshot shows a success message dialog box. A green checkmark icon is followed by the text "test user has been added". Below this, it says "You've successfully added a new user. They'll now appear in your list of active users." Under the heading "User details", the following information is displayed: Display name: test user, Username: testuser@contoso.com, Password: MSBDemoTenant!. A "Close" button is at the bottom left.

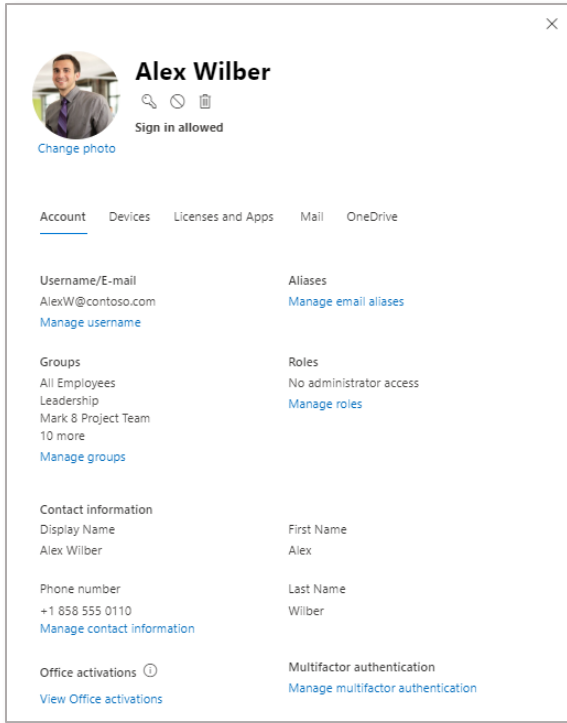
7. Click **Close**.

## Action 2: Apply a new license to an existing user

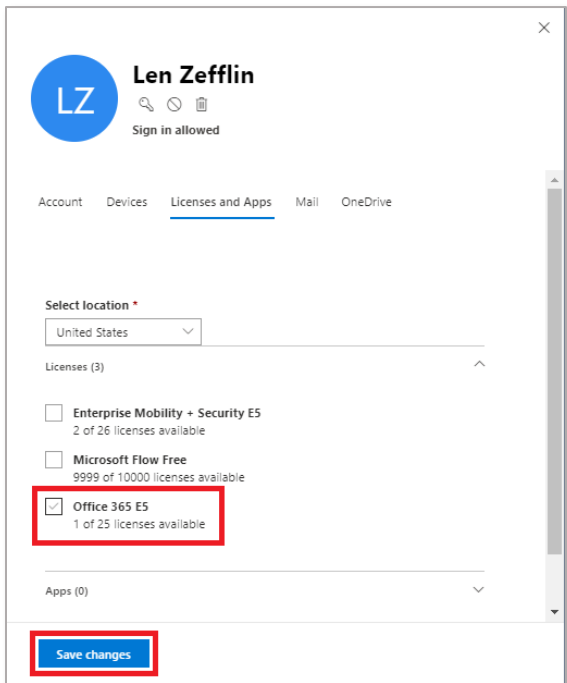
You can also apply a new license to an existing user. To provision an existing user, you must first select a user.

1. Select **Users > Active Users**.
2. Select a user account to see the account details, where you can add or edit the necessary provisioning information. Also, you can update the user's contact information, role, and

other details from this panel.



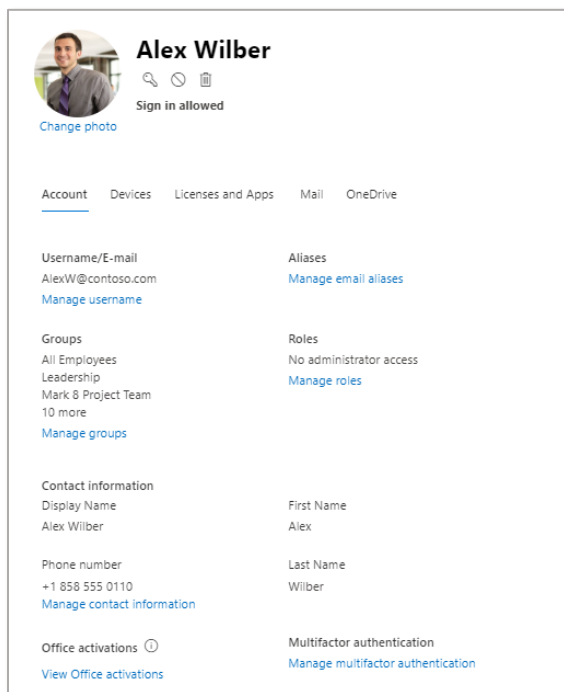
3. Select **Licenses and Apps**, choose the licenses, and click **Save changes**. Remember to set up user accounts with an [applicable](#) Office 365/Microsoft 365 subscription.



## Action 3: Assign Search admin or Search editor role and permissions

Next, you'll assign new permissions to an existing user, which is more common than assigning special permissions to a new user.

1. Select **Users > Active Users**.
2. Select a user account to open the user details pane, click **Manage roles**.



3. Select **Admin center access**.
4. Expand **Show all by category** to display a list of predefined specialty roles.
5. In the **Collaboration** section, you'll notice two search-specific roles: Search admin and Search editor. Select **Search editor** and **Save changes**.

## Why assign a Search admin or Search editor role?

As noted in the Introduction, the Search admin and Search editor roles have the same permissions and limitations. Both are limited to managing features specific to Microsoft Search, such as creating, editing, and publishing Microsoft Search acronyms, bookmarks, locations, Q&A content, and so on. Most organizations have a small number of global admins (at least two) and use specialized admins to limit access rights for these roles to the minimum permissions needed to perform their work, as per the [principle of least privilege](#).

The Global admin can assign any number of users as a Search admin or Search editor, allowing them to manage Microsoft Search-related settings and tasks. In the next lesson, we'll look at some of the most important ones.

The Global admin can also create users, assign roles, and assign licenses in the Azure Active Directory (AAD) admin center.

# Lesson 3: Bookmarks and Q&As

## Overview

Bookmarks help you publish and promote the best possible results for internal queries. Similarly, Q&As help users get answers to common questions. The more bookmarks and Q&As you have published, the more value and benefit added for users. In the following sections, you will find several ways to create and publish relevant bookmarks and Q&As.

## Objective

- Learn how to create and manage bookmarks and Q&As
- Discover how to schedule these items for publication, expiration, or set other conditions
- Understand the administrative tasks associated with each of these categories

## Time to complete

This lesson takes about 20–30 minutes.

### Action 1: Add a bookmark

For information about the elements of a bookmark, including keywords and reserved keywords, see [Managing bookmarks](#).


1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Select **Answers**, then **Bookmarks**.
3. Click **Add bookmark**.
4. Enter a title, URL, keywords, and other information. You can see a preview of the bookmark answer at the top of the panel.
5. Select **Publish** or **Save to draft**.

**Tip:** Use categories to filter and organize your bookmarks.

### Action 2: Add a bookmark from the content creator extension

With the Microsoft Search content creator extension, you can publish bookmarks and Q&As, (discussed later in this guide) from the extension or save them as drafts. Start by verifying the content creator extension has been added to your browser. It's optional, but so easy to use we highly recommend adding it. Once added, you should see an icon that looks like this:



Versions for Edge and Chrome are available for installation. If you are using the new Chromium-based Edge browser (with the blue green  'wave' icon), choose the Chrome version below.



[aka.ms/ContentCreator-Chrome](https://aka.ms/ContentCreator-Chrome) (for Google Chrome and new Microsoft Edge)  
[aka.ms/ContentCreator-Edge](https://aka.ms/ContentCreator-Edge) (for legacy Microsoft Edge)

1. In the upper-right corner of your browser, click the content creator icon.
2. Sign in to an account with Search admin or editor rights.
3. Go to any page, then select the content creator extension.
4. Add a title, URL, description, and keywords or edit the ones that appear.

Microsoft Search Admin portal content creator Megan

Add bookmark Add Q&A

Bookmark title \* Characters: 0/60  
Microsoft PowerApps

URL \*  
https://admin.powerapps.com/environments

Bookmark description Characters: 281/300  
With the PowerApps service, you can build business apps that run in a browser, or on a phone or tablet—with no coding experience required. These integrated PowerApps appear directly within a bookmark result, eliminating the need to go to a different site or open a different tool.

Keywords \*  
apps × powerapps × microsoft powerapps × learn × support ×

Automatically match similar keywords

Reserved keywords  
Enter search terms commonly used to find this page

Publish Save to draft

5. Select **Publish** or **Save to draft**.

## Review recommended bookmarks and exclude URLs

To reduce the manual effort required to add bookmarks, Microsoft Search evaluates SharePoint links in your organization and automatically publishes or suggests bookmarks for high-traffic links. Search admins or editors should review auto-published or suggested bookmarks on a regular basis.

To prevent the recommendation engine from publishing or suggesting a bookmark to a particular site, you can exclude a URL from being recommended. The recommendation engine will never publish or suggest a bookmark for an excluded site or a page within an excluded site. Also, to prevent duplicates, recommended bookmarks will never include URLs found in existing Published, Suggested, Scheduled, or Excluded bookmarks.

### Action 3: Review, edit, and publish suggested bookmarks

Depending on your recommended bookmarks settings, you may see system suggested bookmarks as well as suggested bookmarks from Microsoft and your users. To review and publish suggested bookmarks:

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Click **Applied Filter: Status**.
3. Select the **Suggested** status.
4. Review the bookmark details and edit as needed. When done, select **Publish**.

## Import and export bookmarks

The Search & intelligence section of the Microsoft 365 admin center provides management tools, including the ability to import and export bookmarks, as well as other answer content. The Import command provides a seamless way to import a list of existing bookmarks saved as a .csv (comma-separated values) file or import SharePoint promoted result query rules. These tools let you leverage users' actual queries and the work already done to create bookmarks or SharePoint promoted results.

### Action 4: Import SharePoint promoted result query rules

If you use SharePoint promoted result query rules, you can import the list from your sharepoint.com and sharepoint.com/search default site collection as suggested bookmarks.

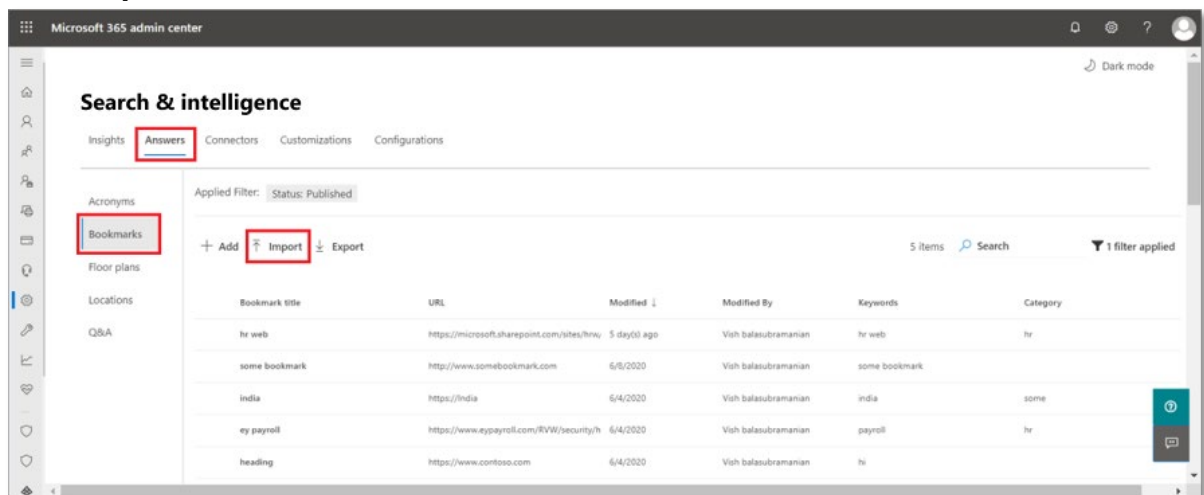
1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Select **Import**.
3. On the **Import** panel, select **SharePoint**.
4. Click **Import from SharePoint**.

**Tip:** An in-progress indicator will appear while the system is processing newly imported bookmarks.

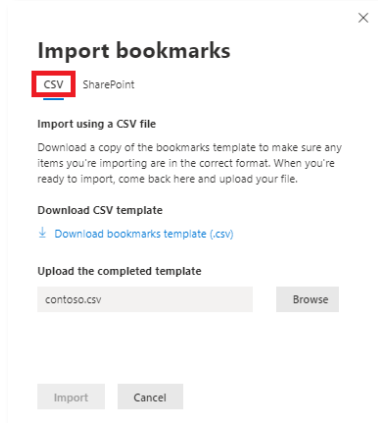
### Action 5: Import bookmarks from a .csv file

If you have an existing collection of bookmarks or want to bulk-create new bookmarks, you can easily import them from a .csv file.

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Select **Import**.



3. On the **Import** panel, select **CSV**.



4. Download bookmarks template (BookmarkImportTemplate.csv).
5. Open the .csv file in Excel, add or edit bookmarks as required, and save.
6. In the admin center, upload the completed template.
7. If there are any errors, fix and repeat steps 5 and 6 until the import is successful.
8. Publish draft bookmarks.

If you have any difficulties importing items, please refer to the online documentation for information on how to [prevent import errors](#).

**Tip:** To ensure that your imported bookmarks are in the correct format, download the bookmarks CSV template or export an existing bookmarks collection. After editing the .csv file, import your edited bookmarks file from this same panel.

By default, answers (including bookmarks) are imported as **Draft** answers. To automatically publish imported answers, set the Status field of your .csv file to "Published."

## Action 6: Bulk export and edit bookmarks

With the bookmark export feature, you can export all your existing bookmarks, review and bulk-edit them in a .csv file, and then import them whenever you want to make them available to users. This action populates a .csv file that you can open immediately or save to a local or shared drive to work on later.

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Select **Export**.
3. Bulk-edit the contents of the .csv file and **Save**.
4. **Import** the edited .csv file.
5. **Publish** draft bookmarks.

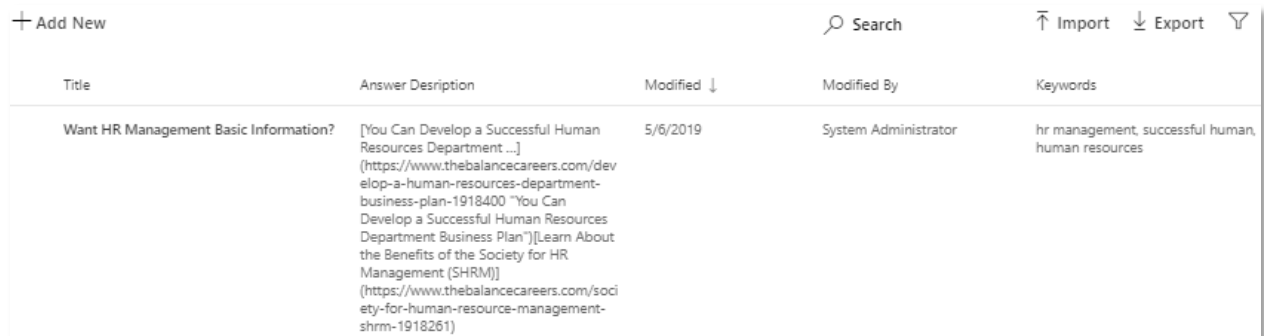
## Action 7: Understand your most frequently visited intranet sites

Understanding the most frequently visited intranet sites (from intranet search logs) can help you identify the best candidates for bookmarks. For more information, see the SharePoint online documentation about [View search usage reports](#).

In addition to Usage Reports that show the number of queries, you can view daily or monthly reports that show top queries, abandoned queries, and no result queries.

## Add Q&As

Q&As let you create quick answers for the most frequently asked questions in your organization. Q&As help users discover the answers they need when they search with the keywords you add. Just like bookmarks, you can set up customized answers based on different criteria, including country, security groups, and operating system. One notable difference: Q&As can be formatted with HTML tags.



+ Add New	Search				↑ Import ↓ Export		⌵
Title	Answer Description	Modified ↓	Modified By	Keywords			
Want HR Management Basic Information?	[You Can Develop a Successful Human Resources Department ...] ( <a href="https://www.thebalancecareers.com/develop-a-human-resources-department-business-plan-1918400">https://www.thebalancecareers.com/develop-a-human-resources-department-business-plan-1918400</a> "You Can Develop a Successful Human Resources Department Business Plan") [Learn About the Benefits of the Society for HR Management (SHRM)] ( <a href="https://www.thebalancecareers.com/society-for-human-resource-management-shrm-1918261">https://www.thebalancecareers.com/society-for-human-resource-management-shrm-1918261</a> )	5/6/2019	System Administrator	hr management, successful human, human resources			

## Supported HTML tags

You can use existing HTML content or add HTML tags to your Q&A description. Unsupported tags are ignored. The following HTML tags are supported:

- blockquote
- div
- em
- h1, h2, h3, and h4
- ol, ul, and li
- p
- pre
- span
- strong
- table, thead, tbody, tr, th, and td
- u
- a
- code
- br
- hr
- img

Like bookmarks, the Q&A index is refreshed immediately when a Q&A is added or changed.



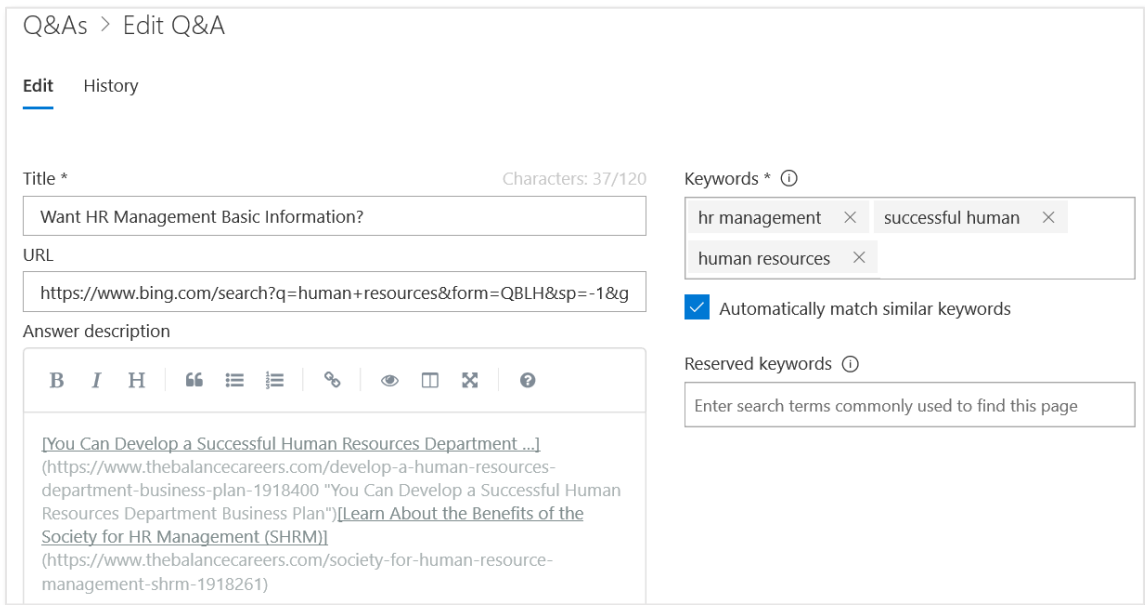
## Action 8: Identify top helpdesk and HR issues to set up useful Q&As

Knowing the top helpdesk, HR, and company policy queries generated by the people in your organization can help you establish the most effective Q&A topics. Review the helpdesk logs or pull directly from your organization's internal FAQ or Q&As to identify commonly asked questions for users to search.

## Action 9: Create your Q&A

When adding keywords, try to put yourself in the user's mindset by imagining the words and phrases they might use while searching for the Q&A content you're creating. As with bookmarks, you can ensure your users always find a specific result by using a reserved keyword.

1. Go to [Q&A](#) in the [Microsoft 365 admin center](#).
2. Select **+Add** to create a new Q&A.
3. As you add or edit the information, the preview automatically updates.



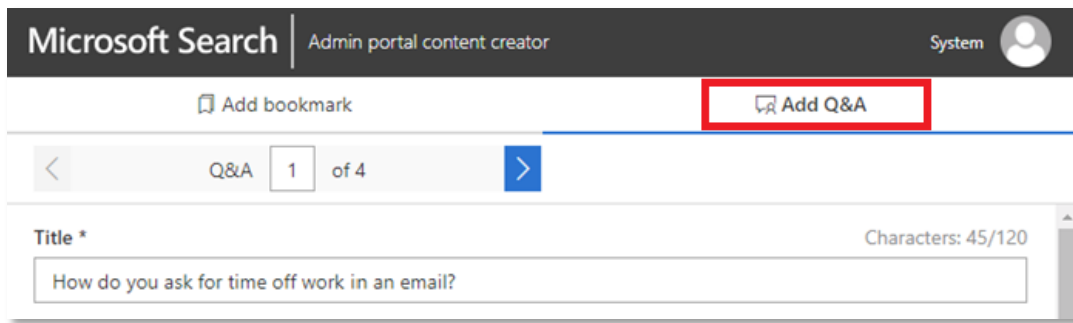
The screenshot shows the 'Edit Q&A' interface in the Microsoft 365 admin center. It features a breadcrumb 'Q&As > Edit Q&A' and two tabs: 'Edit' (active) and 'History'. The form includes a 'Title \*' field with the text 'Want HR Management Basic Information?' and a character count of 37/120. Below it is a 'URL' field containing 'https://www.bing.com/search?q=human+resources&form=QBLH&sp=-1&g'. The 'Answer description' field contains a rich text editor with a preview of a search result snippet: '[You Can Develop a Successful Human Resources Department ...] (https://www.thebalancecareers.com/develop-a-human-resources-department-business-plan-1918400 "You Can Develop a Successful Human Resources Department Business Plan") [Learn About the Benefits of the Society for HR Management (SHRM)] (https://www.thebalancecareers.com/society-for-human-resource-management-shrm-1918261)'. To the right, there is a 'Keywords \*' section with a help icon, containing three tags: 'hr management', 'successful human', and 'human resources'. A checkbox labeled 'Automatically match similar keywords' is checked. At the bottom right, there is a 'Reserved keywords' section with a help icon and a text input field containing the placeholder 'Enter search terms commonly used to find this page'.

4. Select **Save to draft** or **Publish**.

## Action 10: Use the content creator extension to edit and publish Q&As

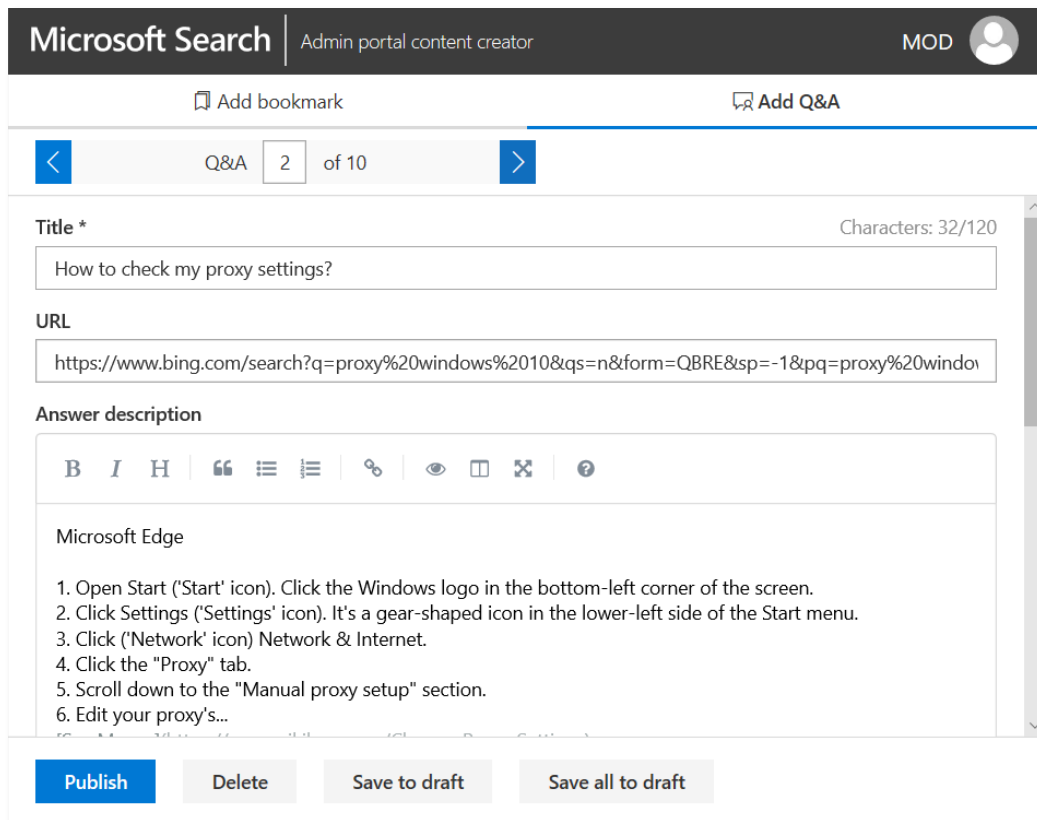


Begin by going to the page or site with the content you want to add as a Q&A and selecting the Microsoft Search content creator icon from your browser's address bar. Next, select the **Add Q&A** tab.



In the image below, the Q&A retrieved is well-formatted and adequately addresses the question. You can publish it from within the tool or save it as a draft for later review.

Sometimes, the first answer retrieved is not the best one. Click the right arrow to review the Q&A candidates and choose the best one. If you don't see good answer candidates, try rephrasing your question.

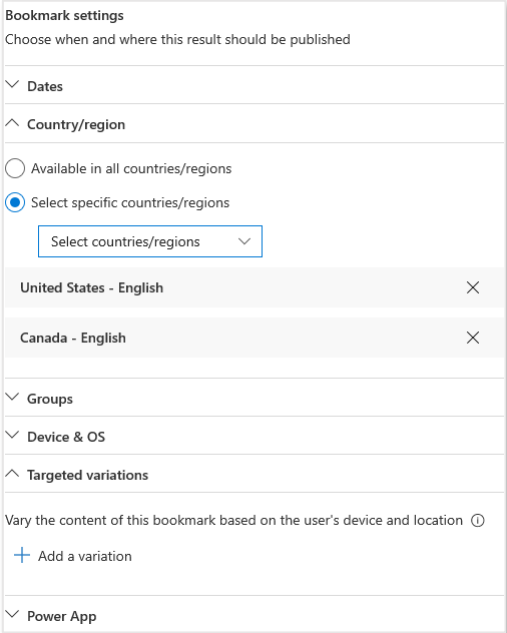


For more details about creating Q&A, see [Manage Q&As](#).

## Conditional publishing

Bookmarks and Q&As can be configured with conditional variables that govern when and where the results appear. For example:

- **Specify countries or regions**, and only users with their browser set to a targeted locale will see that result. You could, for example, make a North American help desk number visible only to users with browsers configured for that region.
- **Specify an expiration date** for a result, and it automatically disappears after the date passes.
- **Specify other targets** and results will only appear to members of a specific group, device type, OS, or user location. For example, make an iOS-specific Q&A appear only on iOS.



The screenshot shows the 'Bookmark settings' interface. At the top, it says 'Bookmark settings' and 'Choose when and where this result should be published'. Below this are several sections: 'Dates', 'Country/region', 'Groups', 'Device & OS', 'Targeted variations', and 'Power App'. The 'Country/region' section is expanded, showing two radio buttons: 'Available in all countries/regions' (unselected) and 'Select specific countries/regions' (selected). Below the radio buttons is a dropdown menu labeled 'Select countries/regions' with a downward arrow. Two items are listed below the dropdown: 'United States - English' and 'Canada - English', each with a close button (X) to its right. The 'Targeted variations' section is also expanded, showing a text input field with the placeholder 'Vary the content of this bookmark based on the user's device and location' and a plus sign icon followed by the text 'Add a variation'.

## Section summary

**Remember:** You don't have to do all this work yourself. The Global admin can [assign](#) Search admin and Search editor roles to help manage their team's search results. Search admins and Search editors can suggest, edit, schedule, and publish bookmarks and Q&As.

Refer back to lesson 2 if you are unsure how to set up Search admin and Search editor roles [in the admin center](#).

**Remember:** Great bookmarks and Q&As are created by organizing your content, creating useful queries and keywords, identifying top results, and combining these with well-written titles and descriptions.

For more information on creating effective titles, descriptions, keywords, and more, see [Plan your content](#).

# Lesson 4: Locations and floor plans

## Overview

Explore the locations and floor plans features and learn best practices that will help you successfully implement the floor plans.

## Objectives

After you complete this lesson, you will be able to:

- Create and manage information that helps users find locations and addresses
- Understand how to set up searchable floor plan maps for your organization's buildings
- Access and navigate the online documentation for Microsoft Search

## Time to complete

This lesson takes about 15 minutes. Setting up a complete floor plan takes at least 48 hours.

## Locations

The locations feature is outlined in our Microsoft Search documentation. Take a moment and search for "Microsoft Search docs" now.

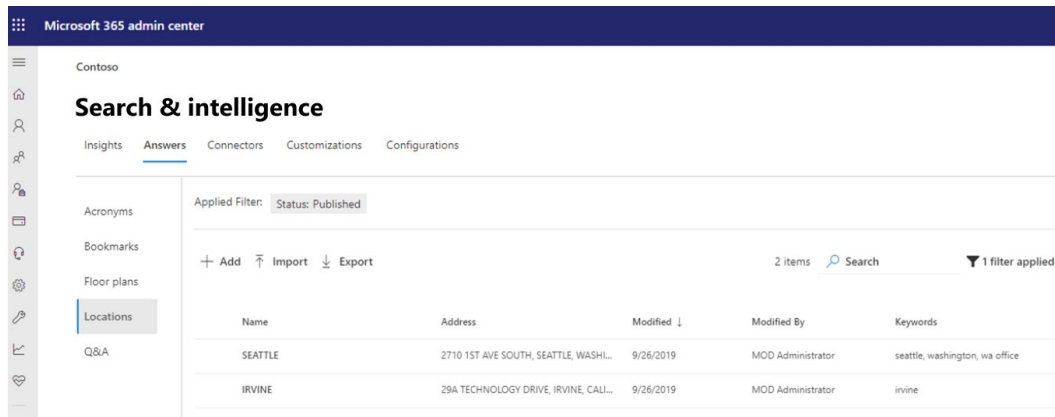
### Action 1: Find the locations documentation in the Microsoft Search docs

If you're planning to import building location data, review the [Manage locations](#) article for important information on how to prevent import errors when preparing the import file.

**Note:** It can take several hours for new or changed locations to appear in search results.

1. Go to [bing.com](https://bing.com) and sign in with a work or school account.
2. Search for "microsoft search docs" and select the web result for [Microsoft Search | Microsoft Docs](#).
3. On the Microsoft Docs site, select **Provide answers** > **Locations** in the left nav.

4. In the [Manage locations](#) article, follow the instructions under **Add or edit a single location**.

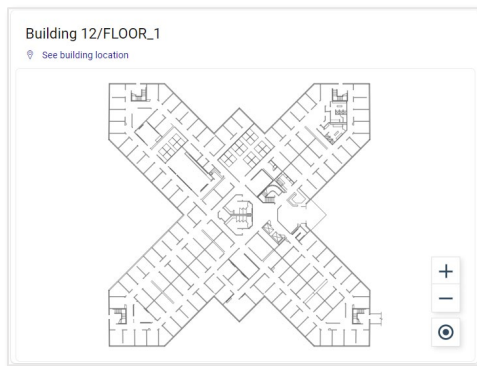


5. Search admins should add all important locations for your organization.

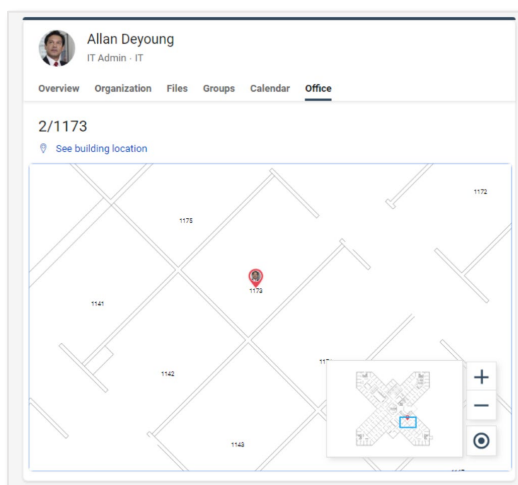
## Floor plans

Floor plans can help users find office locations for co-workers, meeting rooms, printers, and more in a building. A few sample queries that can be answered by configuring floor plans:

- A meeting room or office location such as 2/1170.
- Floor of an office building. For example, building 12, floor 1.



- A co-worker's office location. For example, where is Allan's office?



## Prerequisites

You should complete the following before you configure floor plans. For details about each item, see [Manage floor plans](#).

1. Determine building codes.
2. Review your floor plans.
3. Update office locations on users' profiles.
4. Verify office locations.
5. Add building locations.

Once you are done with the above steps, you can configure floor plans in the admin center.

## Gather and organize office locations

Before you can add a floor plan, you need to index your office locations. This one-time operation can take up to 48 hours to complete.

1. Go to [Floor plans](#) in the [Microsoft 365 admin center](#).
2. Click **Get started**.

If you don't see **Get started**, this step has already been completed for your organization. Updated office locations for existing and new users are periodically fetched so work results reflect the latest office locations.

## Upload floor plans

For the complete list of steps and frequently asked questions about uploading, reviewing, and editing floor plans, see [Manage floor plans](#). There are several commercially available tools that can help you create and edit interactive floorplans, including Autodesk DWG TrueView and [Microsoft Visio](#).

# Lesson 5: Acronyms

## Overview

The Acronyms feature in Microsoft Search helps users find definitions for acronyms. With a simple search, Microsoft Search shows common definitions from your organization and files the user has access to.

In this lesson, you will learn how to manage the administrative aspects of this feature, including adding and publishing custom definitions.

## Objectives

After you complete this lesson, you will be able to:

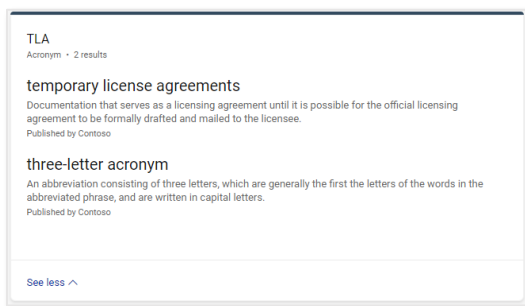
- Create, edit, and publish a collection of custom acronyms and their definitions
- Bulk import and export acronyms
- Include or exclude 'mined' acronyms using an Exclusions list

## Time to complete

This lesson takes about 15 minutes. Acronyms can take up to two days to be discoverable.

## Introduction

Imagine you're in a meeting and someone starts using an acronym like 'TLA' in an unfamiliar context. Using Microsoft Search, you can find a custom definition. If an acronym has multiple definitions, you can see those as well by clicking **See more** in the Acronym answer:



This is particularly useful when acronyms you know, such as SAN (storage area network) or SEO (search engine optimization) mean different things within your organization. Also, Microsoft Search can find and surface acronyms definitions from files shared on your organization's internal sites, including SharePoint sites, and users' email:

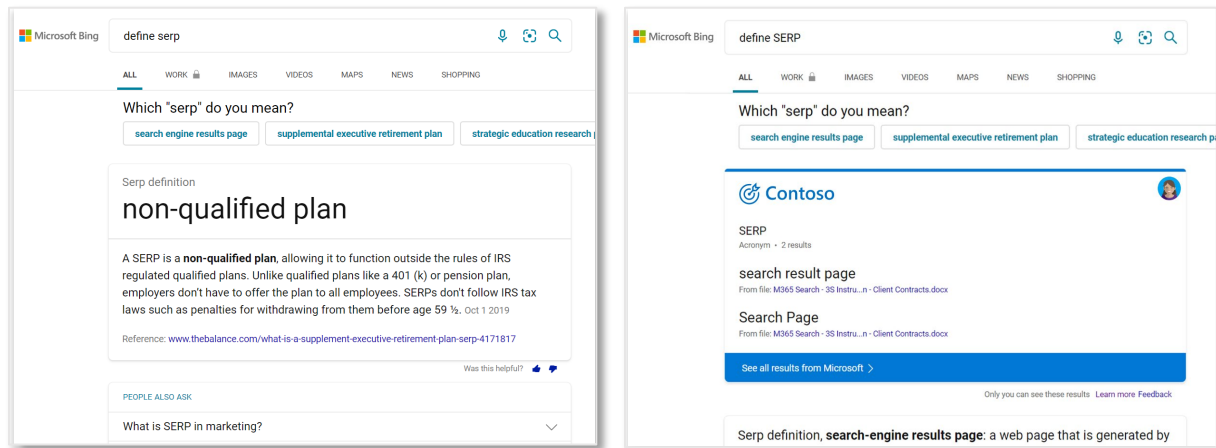
## Top Level Area

From file: Vb Planning Checkpoint 2 Anu.pptx

## Technical Leadership Attribute

From file: STLP FY17 Workshop\_Innovate\_Virtual.pptx

Like all Microsoft Search results, people outside your organization have no access to your internal acronym results. They'll see web results like the image on the left. Additionally, your users won't see an acronym answer, like the image on the right or other work results, unless they're signed in to a work or school account.



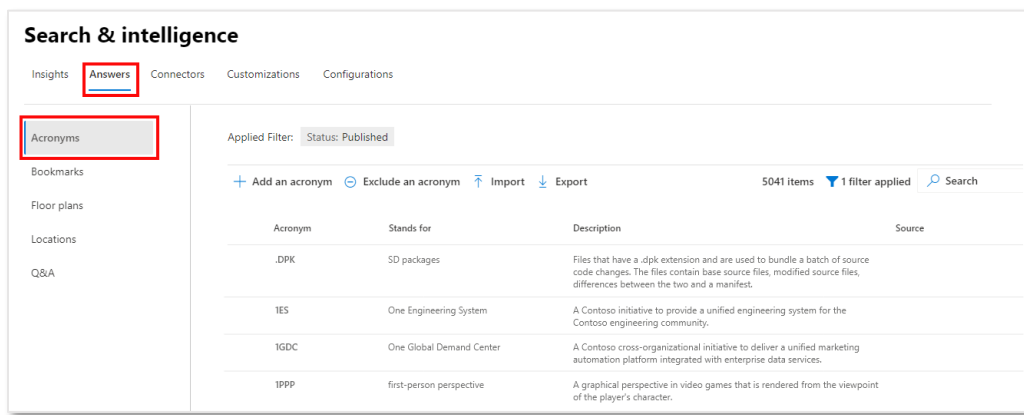
When an acronym answer is relevant to a user's search, it will appear. If there are no relevant definitions from your organization, users will see web results.

For more information about creating and managing acronym results, including frequently asked questions, see [Manage acronym answers in Microsoft Search](#).

### Action 1: Add or edit acronyms

The information needed to create an acronym result is minimal: the acronym, the expanded term or phrase, an optional description, and a source.

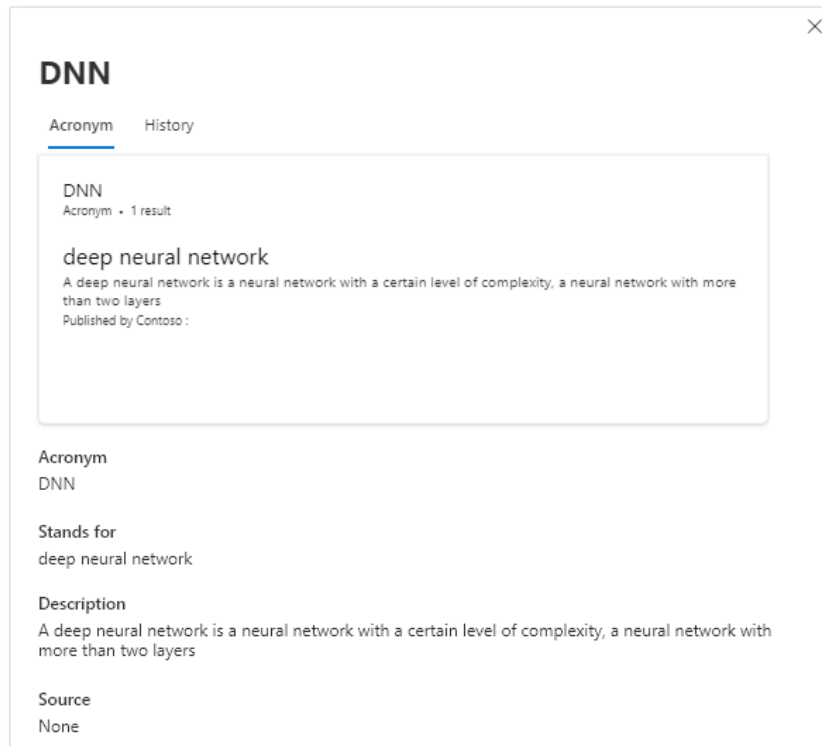
1. Go to [Acronyms](#) in the [Microsoft 365 admin center](#).



2. Click **Add an acronym** or select an acronym and click **Edit**.



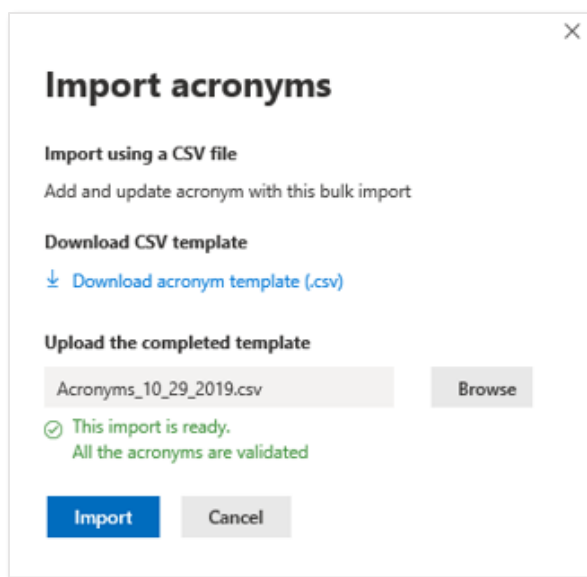
3. In the panel, enter or edit the details about the acronym and check the updated preview:
  - In the required **Acronym** field enter the acronym or abbreviation  
For example: DNN
  - In the required **Stands for** field enter the definition for the acronym  
For example: deep neural network
  - In the optional **Description** field, enter additional information about the  
For example: A deep neural network is a neural network with a certain level of complexity, a neural network with more than two layers
  - In the optional **Source** field, enter a page or site URL where users can get more information about the acronym, if left blank your organization name will appear



4. Select **Publish** or **Save to Draft**.

## Action 2: Bulk import/export acronyms

Although you can create and publish acronyms individually using the procedure above, consider using the bulk import and export options if you have a large number of acronyms you want to publish.



**Tip:** You can set up the import file to automatically publish. Just set the status field to “Published.”

## Bulk export

Export existing acronyms as a .csv file, review, and bulk-edit them in Excel, and then re-import and publish the updates. Or save the .csv files you export to a local or shared drive to work with later. You might, for example, have the acronym definitions translated into different languages for your international offices.

1. Go to [Acronyms](#) in the [Microsoft 365 admin center](#).
2. Select **Export** to download your existing acronym answers in a.csv file.
3. Bulk-edit the contents of the .csv file and **Save**.
4. **Import** the edited .csv file.
5. **Publish** draft acronyms.

For more information, see the article [Bulk Operations for Microsoft Search](#).

# Lesson 6: Connectors

## Overview

In addition to acronyms, bookmarks, and other result types already mentioned, Microsoft Search can be enhanced to support other data types using Connectors. Go to [Connectors](#) in the [Microsoft 365 admin center](#) to add and manage your connectors.

## Objectives

After you complete this lesson, you will be able to:

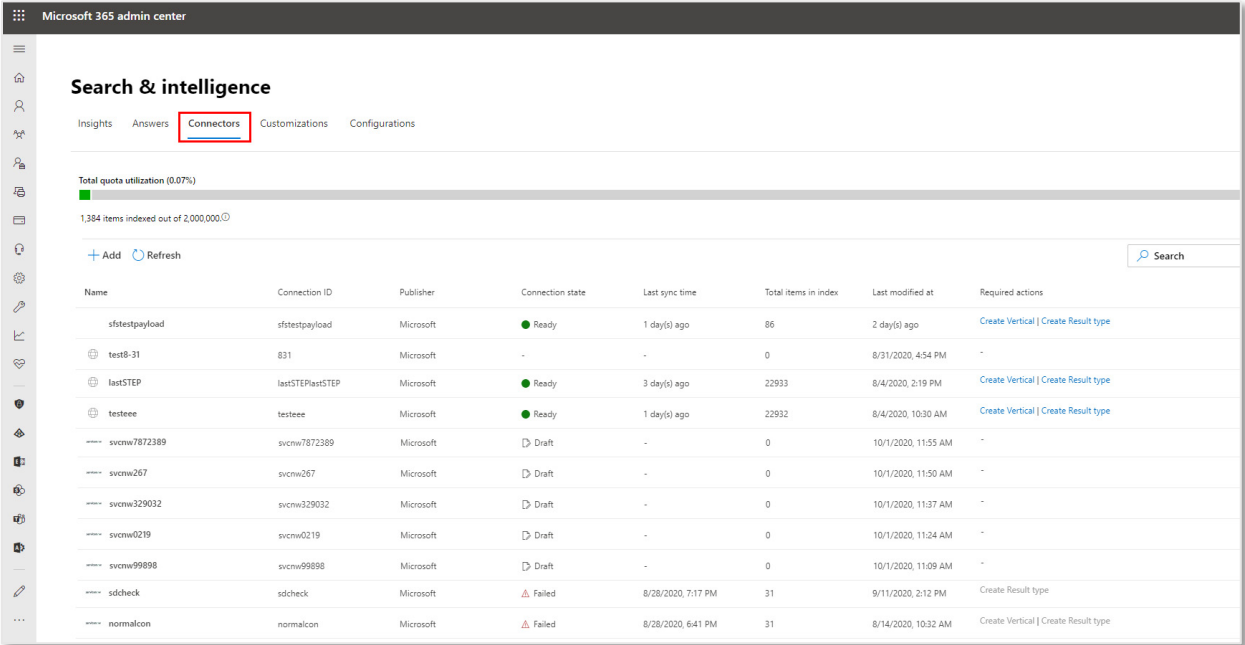
- Get additional information about connectors available from Microsoft and other partners
- Add a Microsoft Graph connector
- Monitor your index quota utilization, connector status, and review connection details and errors

## Time to complete

This lesson takes about 15 minutes.

## Introduction

You can connect Microsoft Search to a pre-built connector or even define your own custom connector to make these data repositories searchable. Connectors could, for example, allow your company’s enterprise websites to be included in search results.



Additional customization controls are also provided, for example, **Result Types** allows the setting of priorities for various connector search result types, such as video, wiki, etc. And **Verticals** allows connector content sources to be added or disabled.

For a list of available connectors, see the [Microsoft Graph connectors gallery](#).

**Tip:** Connectors created in Microsoft Graph are not the only way to connect Microsoft Search to live data sources. For example, you could use a [Power App](#) to create a live data connection to an Excel spreadsheet.

For more information about Microsoft Search connectors, see [Overview of Microsoft Graph connectors](#) and [Overview of the Microsoft Search API in Microsoft Graph](#).

### Action 1: Add a connector

1. Go to [Connectors](#) in the [Microsoft 365 admin center](#).
2. Click **Add**.
3. Select the data source that you want to connect to and click **Next**. Some connectors are in preview.
4. Enter the required connector details and complete the connector setup.

For more information, see [Setup overview for Graph connectors by Microsoft](#). You can get details about setting up a specific connector on this same site, just expand the Connector-specific information section and select the connector you're interested in.

### Action 2: Review quota utilization, connector status, and connector errors

On the [Connectors](#) tab in the [Microsoft 365 admin center](#), you'll see the total quota utilization for your connectors. If the quota is exceeded, all active connectors will be impacted. In the connectors list, you'll see the status for each of your connectors: Syncing, Enabled, Paused, or Failed. For information about resolving quota issues or status details, see [Monitor your connections](#).

In addition to status, the connector list also shows data from the last crawl, including the crawl type, when it completed, and the number of items in the index. To view details for a connector, click the connector in the list to open the Detail panel. Click Edit to change or update any details. From the Error panel, you can download a .csv file with the error log for the connector or click the error code. For information about error codes and solutions, see [View connection details and errors](#).

# Lesson 7: Usage analytics

## Overview

To understand how search is performing in your organization, you can review usage analytics in the [Insights section](#) of the Search & intelligence settings. For more information, see [Microsoft Search Usage Reports](#).

## Objectives

After you complete this lesson, you will be able to:

- Review analytics for Office.com, SharePoint Online, and Microsoft Search in Bing

## Time to complete

This lesson takes about 5 minutes.

## Introduction

By default, the Search & intelligence settings shows the [Insights dashboard](#) for Office.com and SharePoint Online. You'll see the following search data on the dashboard:

Report	Description
Query volume	The total number of search queries performed. Use to determine periods of high and low search activity.
Top queries	The most popular search queries in your organization. Use to understand the types of information your users are searching for.
No results queries	Popular search queries that returned no results and might create user dissatisfaction. Use to identify potential content gaps or improve discoverability of existing content by creating answers, like bookmarks, or indexing additional content through a connector.
Abandoned queries	Popular search queries that receive low click-through rates and might create user dissatisfaction. Use to improve the discoverability of content by creating answers, like bookmarks, or indexing additional content through a connector.

For the Query volume report, choose either the past 31 days or past year for your time period. For the other reports, you can see data for a specific date in the past 31 days or for a month in the past year. Also, to download an Excel file with all the data for a time period, click the download arrow next to the report and select a time frame.

To review data for Microsoft Search in Bing, click **View Bing's top queries and impression distribution** at the bottom of the Usage analytics page. The Bing usage analytics shows all top searches, as well as top searches by result type, and impressions by results type over a seven, 30, or 90-day time period.

# Appendix 1: Sample work searches



## What can I search for?

Here are a few of the many types of queries that can return work results. Give them a try!

**Acronyms** – TLA means, what is TLA, define TLA, expand TLA, TLA definition, acronym TLA

**Bookmarks** – [any defined keyword or reserved keyword]. HR, helpdesk, vacation, benefits, etc.

**Calendar** – my calendar, my appts, my schedule, my meeting, my next meeting, upcoming meetings

**Conversations** – my conversations, conversations about [topic], conversations about marketing

**Files** – my files, my docs, my documents, alex's files, alex's docs, files about marketing, docs by alex

**Floor plans** – [name's] office, [name's] building, 2/1172, building 2 floor 1, Conf Room SHZC 3605

**Groups** – my groups, matt's groups, distribution lists, social groups, [dept. name] team, sales team

**Locations** – my location, [name's] location, [building name], city center, Microsoft building 36

**Org charts** – my org, my team, megan's team, megan's organization, megan bowen's organization

**People** – me, my profile, my manager, [first/last name of person in your org], [name] in [department]

**Q&A** – when is..., what is..., where is..., how can I..., how do I... "How do I change my password", etc.

**Sites** – my sites, HR [or other team name] site, helpdesk site [or any other site name on your intranet]

**Power BI reports and dashboards** – powerbi sales, my powerbi reports

**Note** that query results are personalized to the user and organization and thus may not trigger identically in all cases.

# Appendix 2: End-user and community resources

There are numerous features of Microsoft Search we haven't covered in this guide. User-focused topics are addressed in the end-user training available in the [Microsoft Search adoption kit](#) and others will be covered in future updates.

We hope you enjoyed this training. And remember, there's a whole community of Microsoft Search users and admins at <https://resources.techcommunity.microsoft.com/microsoft-search/>. We hope to see you there!