



Microsoft Search in Bing

Admin Essentials

Setup and Configuration Tasks

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Introduction

Microsoft Search in Bing is a standard feature of most Office 365 and Microsoft 365 Business and Enterprise editions, and now is a great time to learn how to effectively deploy this productivity-enhancing tool that makes finding work results simple.

This guide covers the most important administration-related topics, as well as initial and one-time tasks, that will help you increase Microsoft Search in Bing engagement across your organization—and by doing so, you will help users become more productive, get answers faster, find files, locations, people, sites, acronyms, conversations, and more.

This is not intended to be an end-user manual that explains how to use Microsoft Search in Bing. Virtually all the topics listed in this guide pertain to the admin user only.

For the best experience with these learning materials, we recommend that you follow the content in order, because the activities and concepts build upon each other.

In this guide you'll learn how to:

- Enable Microsoft Search in Bing for your users
- Add bookmarks, Q&As, acronyms, locations, and other enterprise resources
- Make Microsoft Search in Bing easy for users to access
- Discover additional resources and documentation

Who is this guide intended for? Information technology administrators responsible for configuring and deploying Microsoft Search in Bing for their organization.

Assumptions: You have the administrative permissions required to set up and test the Microsoft 365 administration features described in this documentation.



Topic 1: Set up Microsoft Search

Microsoft Search is one of the most compelling benefits of running an enterprise edition of Microsoft 365. To introduce your organization to its powerful new work search capabilities, we strongly recommend deploying it in your Microsoft 365 **production** tenant. This keeps you from having to migrate settings later and increases the quality of the search results, because test environments don't typically have complete files and Azure Active Directory (AAD) objects.

Task 1: Assign a Search admin

First things first: You'll see the terms Global admin, Search admin, and Search editor throughout this guide. Here's what they mean:

A **Global admin** 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 other AAD settings

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

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, delete acronyms, bookmarks, Q&As, locations)	Search admin	Can create and manage all aspects of Microsoft Search Cannot 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	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.

Task 2: Add bookmarks

Before you enable Microsoft Search in Bing for your users, it's important to properly configure Microsoft Search and set up some of its key functions. Perhaps the most important of these are bookmarks and Q&As. Microsoft Search bookmarks should highlight key internal resources, while Q&As should address the most common questions asked by people in your organization about policies, procedures, and other key topics.

You do not need to create bookmarks for information already discoverable on the public web, Bing already does that. Public web searches will continue to work as your users expect. Rather, focus on creating Microsoft Search bookmarks and Q&As that are specific to your organization. With the help of the bookmarks and Q&As you create, Microsoft Search builds an 'internal search index' designed to help others at your workplace or school find and access the information resources they need most often.

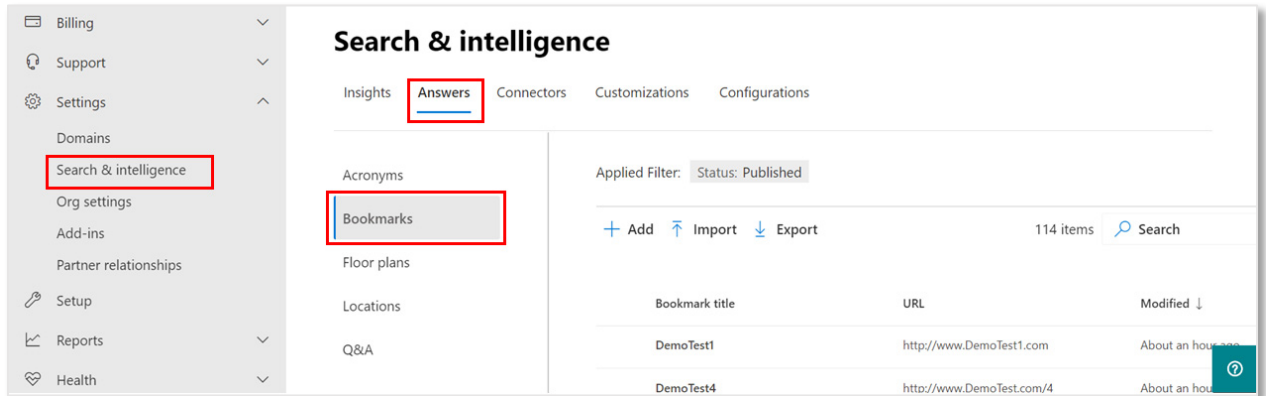
In this section, you will learn several ways to create and publish relevant bookmarks. (Editing and publishing acronyms, Q&As, locations, and other data types is similar.)

This section assumes that you are signed in with admin permissions to <https://admin.microsoft.com>.

Action 1: Add a new bookmark

[Estimated time = 2 minutes]

1. Go to the **Settings** section of the [Microsoft 365 admin center](#).
2. Under **Search & intelligence**, select **Answers**, then **Bookmarks**.



3. Click **Add bookmark**.
4. Enter a bookmark title, description, keywords, and URL link.
5. Select **Publish** or **Save to draft**.

Action 2: Publish default bookmarks

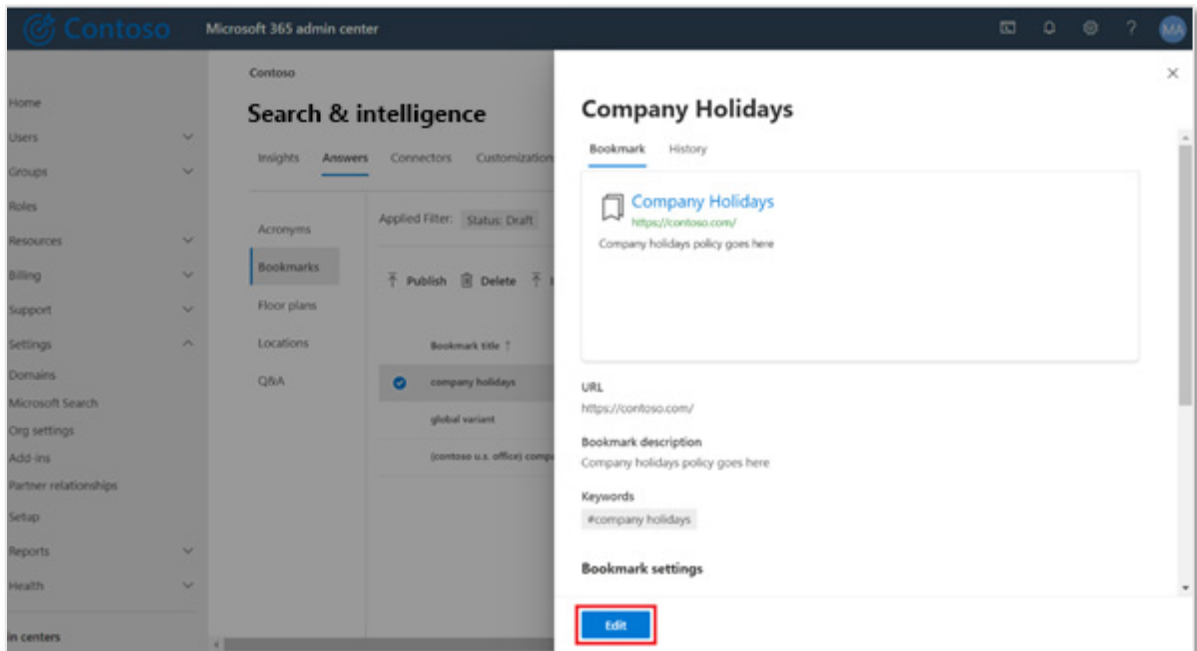
[Estimated time = 10 minutes]

Default suggested bookmarks align with many of the most common searches in organizations and can be easily modified. We've preloaded some keywords and the title so all you need to do is add the URL to point to the relevant intranet site within your organization. As an example, for the default bookmark "HR," edit the bookmark to add the URL for your HR department's intranet site and then publish.

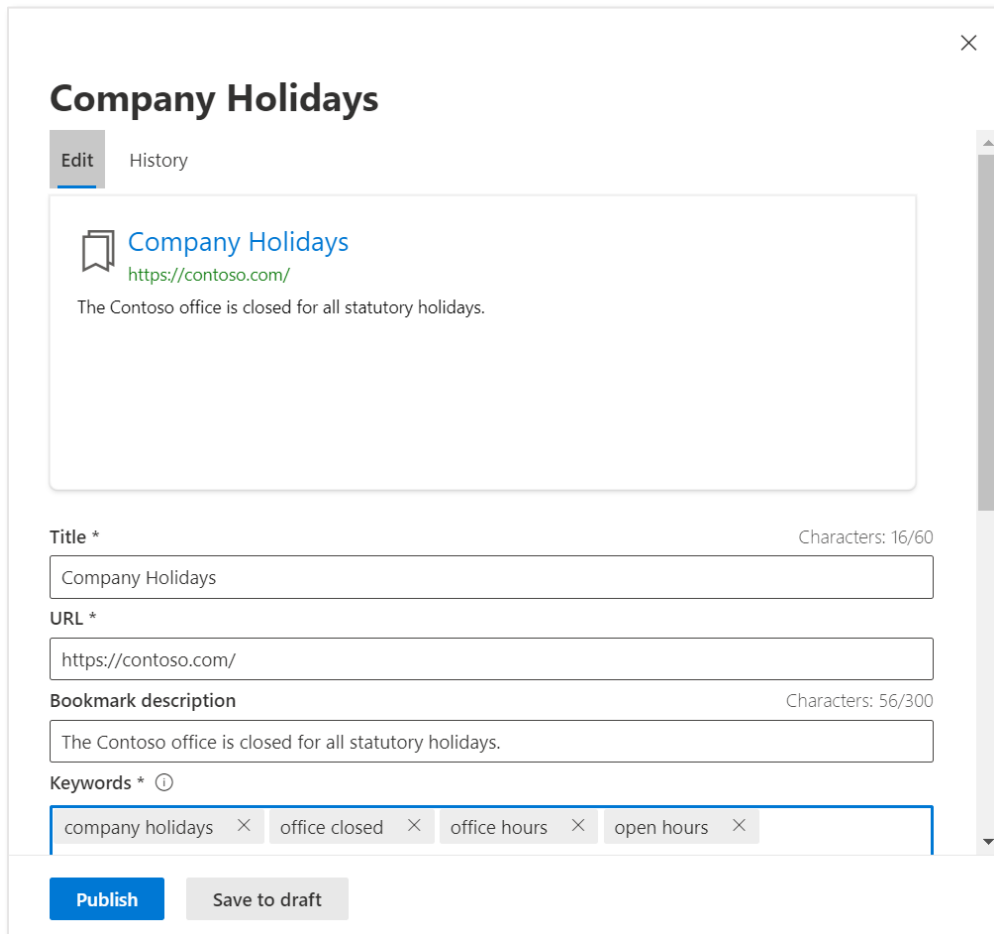
Tip: These bookmarks can also serve as examples of how to create your own. By using the default suggested bookmarks as a template, you can better understand how to name your custom bookmarks and how to create effective keywords.

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Filter the list to show Draft or Suggested bookmarks.

3. Click a bookmark title, and then click **Edit**.



4. Review the bookmark details and edit as needed.
5. Select **Publish**.



To publish multiple bookmarks, select the bookmarks, and then click Publish.

For more information, see the Microsoft Search online documentation about [Managing bookmarks](#).

Note: Default suggested bookmarks aren't available for tenants with education service plans only.

Action 3: Manage bookmark settings and exclude URLs

To reduce the manual effort required to add bookmarks, Microsoft Search evaluates SharePoint links in your organization and automatically publishes them by default. You can also opt to manually review and publish recommended bookmarks instead of auto-publishing them. Click **Manage settings** to review or change how recommended bookmarks are handled. Search admins or editors should review recommended bookmarks—either auto-published or suggested—on a regular basis.

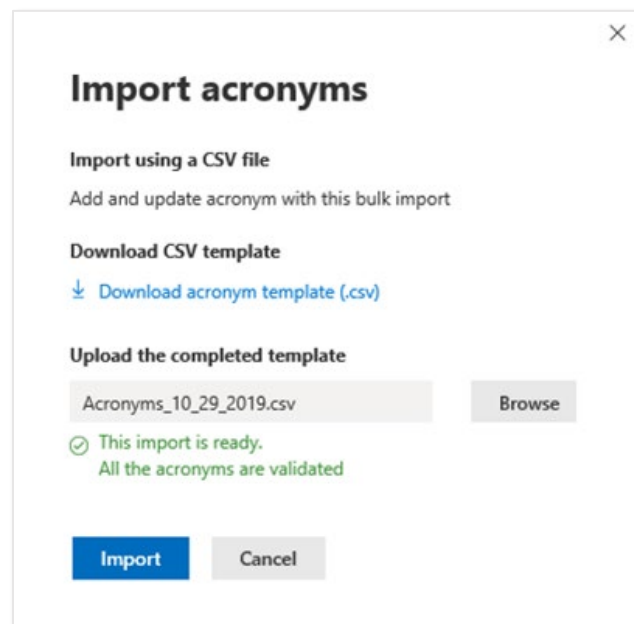
Tip: Like all other answers, files, and internal results, only users with access to a site will see a recommended bookmark for it.

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 4: Bulk import bookmarks, acronyms, locations, and Q&As

Individually creating and publishing every acronym, bookmark, location, and Q&A result, isn't a very efficient way to publish a large number of items. Instead, use the bulk import and export options.

The **Import** command provides a convenient way to bulk-import existing bookmarks and other answer content saved as .csv (comma separated value) files. The **Export** command allows you to download a copy of the items you have saved or published for convenient editing or backup. While bookmarks, acronyms, locations, and Q&As are *saved and managed separately*, the import and export workflows are handled the same way.



If you are starting from scratch, it is best to use the **Download CSV template** option to copy the templates you'll need for each answer type. These templates contain specific header names and formats you'll need to preserve to successfully import. Just download the template you need, open it in a spreadsheet program such as Excel, and add the info you want to import.

Before any data is imported, it's validated to ensure that the operation will be successful. When you see "This import is ready," click the import button to complete the operation.

If the .csv file contains duplicate entries or other issues, you may encounter an error message. If this occurs, click "Open file details" to see the line number with the error and the reason. For example: *The item on line 8 has a question "How do I reset my password?" that already exists.* Open the .csv file in Excel, fix the error and resave, then try importing again.

CSV files containing bookmarks, acronyms (up to 3,000 per file), locations, or Q&As are all imported using a similar interface. The import operation can also update existing items, as shown in the image on the right.

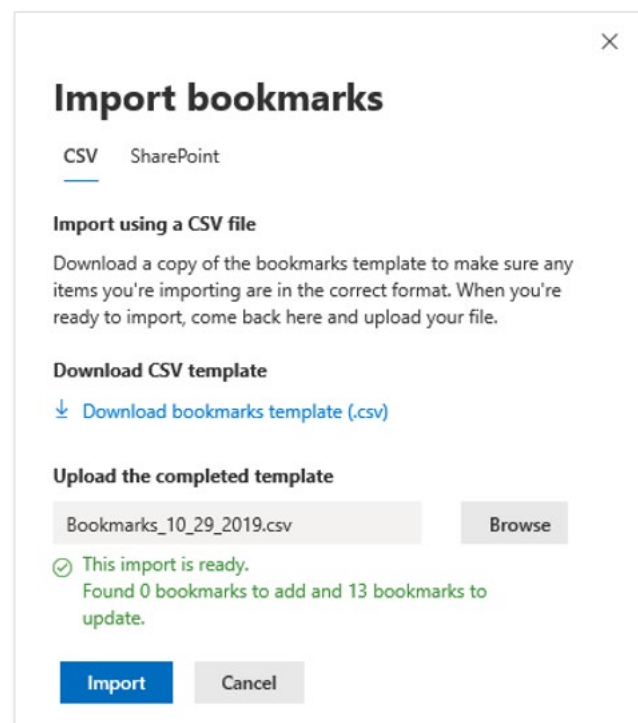
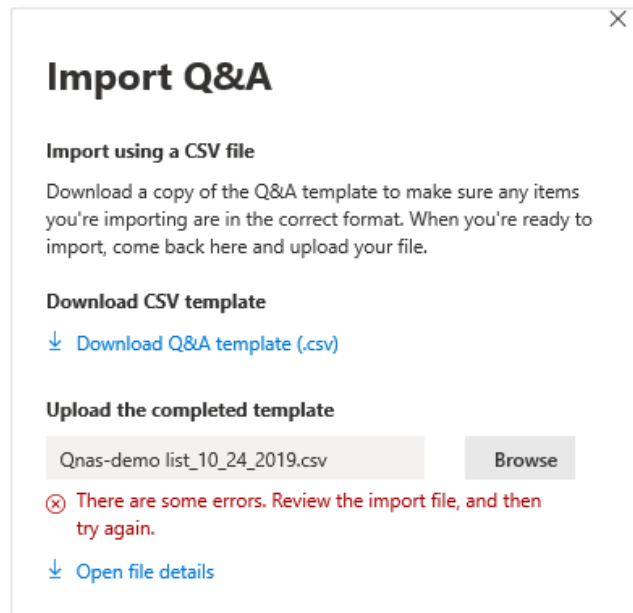
Bookmarks have an additional SharePoint import option that's covered below. In this section, you'll practice both methods of bulk-importing bookmarks.

Import bookmarks using a .csv file

[Estimated time = 2 minutes to run the tool; publishing time varies]

If you have an existing collection of bookmarks, you can bulk-import them with the CSV import option. They can be imported as draft or published bookmarks. Published bookmarks are discoverable by your users and tracked on the [Insights dashboard](#).

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 (see the [Publish Bookmarks section](#) for details).

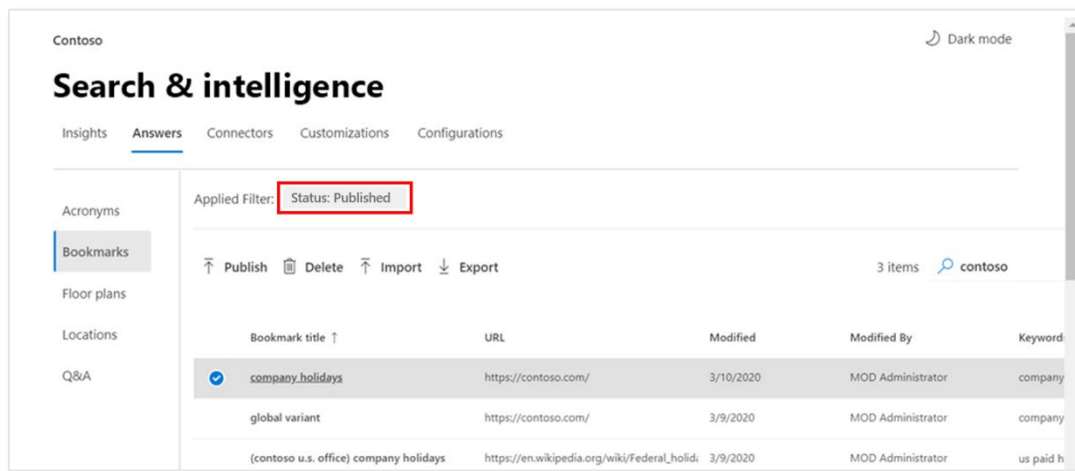
If you have any difficulties importing items, please refer to the online documentation for information on how to [prevent import errors](#).

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.

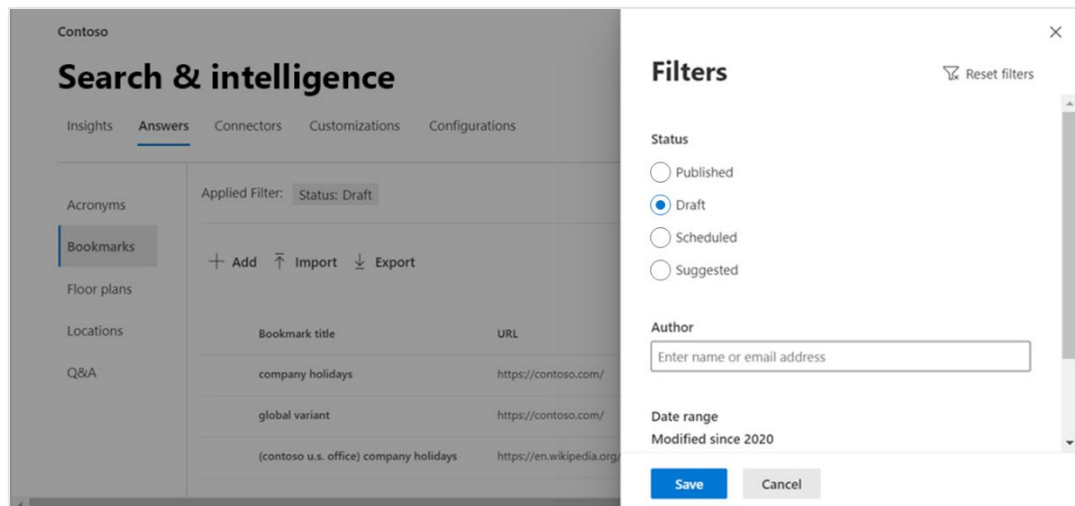
By default, bookmarks and other answers are imported as **Draft** answers. To automatically publish imported answers, set the Status field of your .csv file to "Published."

To see bookmarks in the Draft category:

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Click **Applied Filter: Status**.



3. Select **Draft**.



4. Click **Save**.

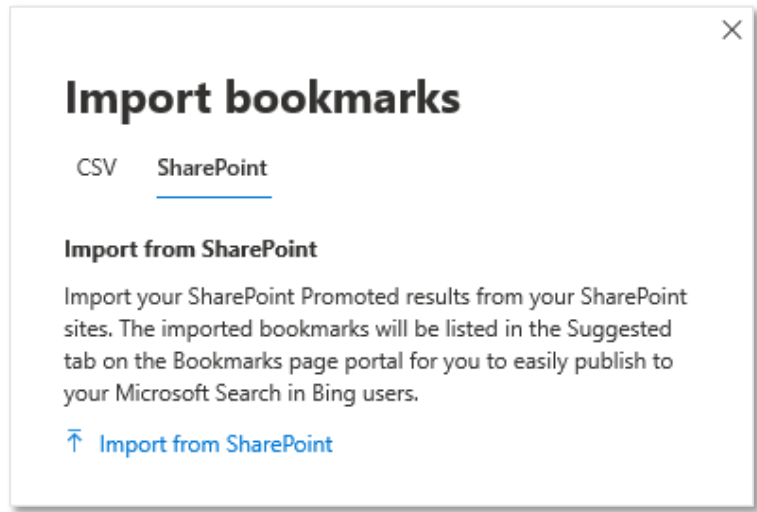
Import SharePoint promoted result query rules

[Estimated time = 5 minutes to run the tool; publishing time varies]

Bookmarks can also be imported using the **SharePoint** option in the Import bookmarks panel.

Use this import option to automatically create and import bookmarks representing top user search queries, sometimes referred to as SharePoint Promoted results.

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



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

Tip: An in progress message appears while importing SharePoint results as bookmarks.

Task 3: Create additional high-value bookmarks

Identify additional high-value bookmarks for your users from your intranet logs and brainstorm with your colleagues. Then, use the bookmark import tool to bulk-create and publish the bookmarks. Or if you prefer, you can use the Microsoft Search content creator extension to assist you.

Action 1: Understand your most frequently visited intranet sites

[Estimated time = 10 minutes]

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](#).

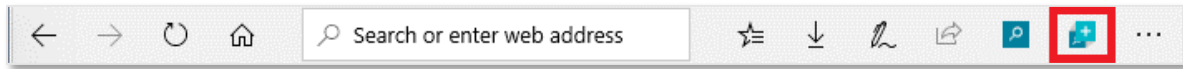
In addition to Usage Reports that show the number of queries, you can view daily or monthly reports that show top queries, abandoned queries, and no result queries.

Action 2 (recommended): Use content creator to edit bookmarks

[Estimated time: basics = 5 minutes; total time depends on number of bookmarks created]

With the Microsoft Search content creator extension, Search admins or Search editors 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:



You can install the extension for Chromium Edge (with the blue green  'wave' icon) or Google Chrome from the Chrome Web Store, aka.ms/ContentCreator-Chrome.

Action 3: Bulk export and edit bookmarks

[Estimated time: bulk export = 1 minute; bulk edit depends on number of bookmarks]

With the bookmark export feature, you can export your existing bookmarks, review and bulk-edit them in a .csv file, and then import the updated bookmarks to make them available to your users. You can also use this tool to save a backup of your organization's bookmarks collection.

1. Go to [Bookmarks](#) in the [Microsoft 365 admin center](#).
2. Click **Export**.
3. Bulk-edit the content of the .csv file and save.
4. **Import** the edited .csv file, see [Import bookmarks using a CSV file](#) for more information.
5. **Publish** draft bookmarks.

For more details, see the online documentation about [managing bookmarks](#).

Action 4: Brainstorm other useful topics

[Estimated time = 10 minutes]

Think about all the sites your users might want to access and then create bookmarks for those sites. Here are some ideas to get you started:

- Your organization's external, customer-facing web site
- Information on public transit
- Corporate partners who offer discounts on goods or services
- Self-improvement or health and fitness programs in the organization and elsewhere
- Information on organization-sponsored events, conferences, or retreats

Task 4: Understand 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, you could make an iOS-specific Q&A appear only on iOS.

Bookmark settings
Choose when and where this result should be published

▼ Dates

^ Country/region

Available in all countries/regions

Select specific countries/regions

Select countries/regions ▼

United States - English ×

Canada - English ×

▼ Groups

▼ Device & OS

^ Targeted variations

Vary the content of this bookmark based on the user's device and location ⓘ

+ Add a variation

▼ Power App

^ Groups

Everyone in your organization

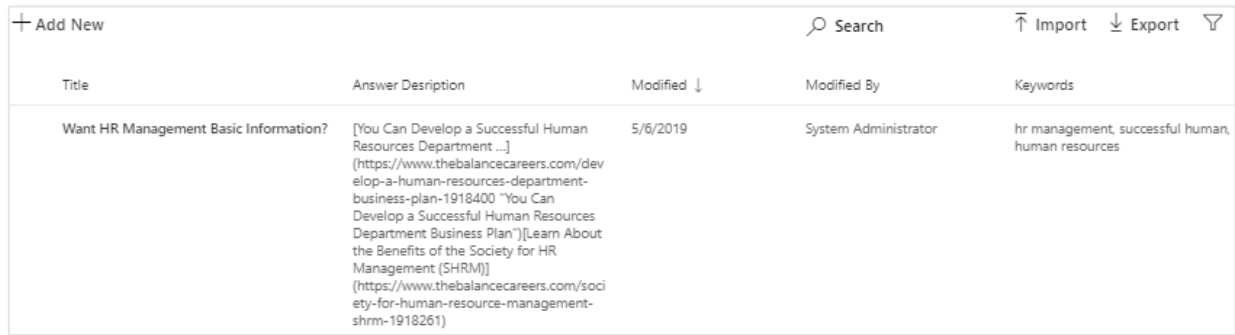
Select specific groups to view your bookmark

Search security groups

Security groups, distribution lists, and Office 365 groups are supported as part of the Groups parameter.

Task 5: Add Q&As, acronyms, and locations

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.



Title	Answer Description	Modified ↓	Modified By	Keywords
Want HR Management Basic Information?	[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)	5/6/2019	System Administrator	hr management, successful human, human resources

Next, in the **Acronyms** section, add definitions for any unique acronyms your organization uses, especially if they differ from definitions available on the public web. Then, add **Locations** for your organization's offices, warehouses, campuses, and other buildings.

Action 1: Identify top helpdesk and HR issues to set up useful Q&As

[Estimated time = 10 minutes]

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

Action 2: Create entries for your Q&As, acronyms, and locations

[Estimated time: depends on number of Q&As, acronyms, and locations]

In the admin center, enter **Q&As**, including keywords and Q&A settings. For more details, see [Manage Q&As](#).

In the **Acronyms** section, add definitions for any unique acronyms your organization uses. For more details, see [Manage acronyms](#).

In the **Locations** section, enter building locations (offices, cafeterias, warehouses, and other locations relevant to your organization) that people in your organization are likely to search for. For more details, see [Manage locations](#).

IMPORTANT: Unlike bookmarks and Q&As, it can take several hours for new or changed locations to appear in search results.

Action 3: Use content creator to edit Q&As

[Estimated time: basics = 5 minutes; total time depends on number of Q&As created]

Yes, this is the same content creator extension discussed in Task 3. Here, we'll use the **Add Q&A** tab. This tool, which includes formatting options, makes it much easier to create and publish attractive and useful Q&A answers.

In the example on the right, the Q&A retrieved is well-formatted and adequately addresses our 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.

The screenshot shows the Microsoft Search Admin portal content creator interface. At the top, it says 'Microsoft Search | Admin portal content creator' and 'MOD' with a user icon. Below that, there are buttons for 'Add bookmark' and 'Add Q&A'. The main area shows a Q&A candidate for '2 of 10'. The title is 'How to check my proxy settings?' (32/120 characters). The URL is 'https://www.bing.com/search?q=proxy%20windows%2010&qsn&form=QBRE&sp=-1&pq=proxy%20windo'. The answer description is a numbered list of steps for checking proxy settings in Microsoft Edge. At the bottom, there are buttons for 'Publish', 'Delete', 'Save to draft', and 'Save all to draft'.

The screenshot shows the Microsoft Search Admin portal content creator interface. At the top, it says 'Microsoft Search | Admin portal content creator' and 'MOD' with a user icon. Below that, there are buttons for 'Add bookmark' and 'Add Q&A'. The main area shows a Q&A candidate for '2 of 3'. The title is 'How to Request Time Off from Work by Email' (50/120 characters). The URL is 'https://www.bing.com/search?q=how%20to%20ask%20for%20time%20off%20work&qsn&form=QBRE&sp='. The answer description is a list of instructions for requesting time off, including a citation to a WikiHow article. At the bottom, there are buttons for 'Publish', 'Delete', 'Save to draft', and 'Save all to draft'.

Task 6: Manage access to files and folders

Certain groups in your organization—like the executive team, HR, or legal department—might not want to make their files visible to people in your organization. For example, your CFO might need to limit access to documents with confidential or sensitive financial information. You can manage both internal and external access to files and folders by adjusting settings on Delve, SharePoint, and OneDrive.

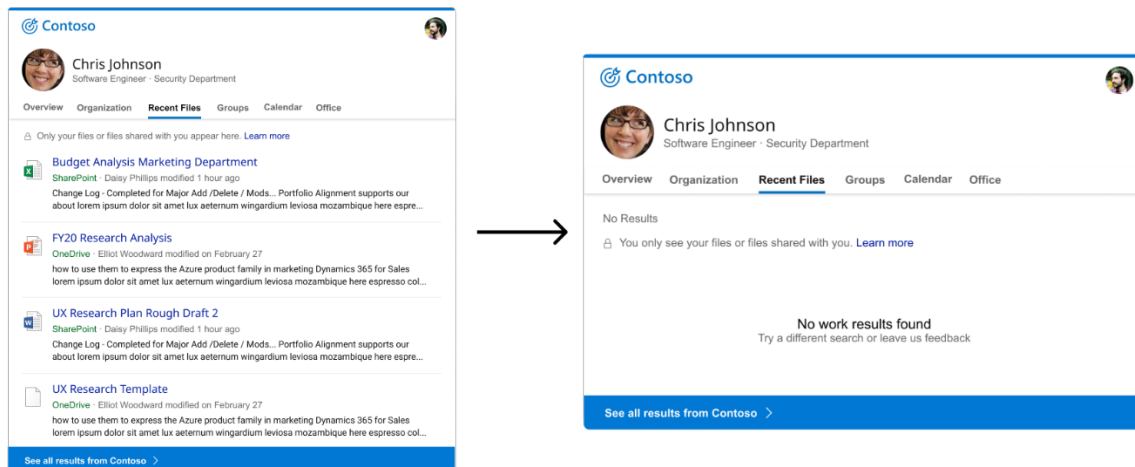
If you opt to not manage access on an organization or group level, your users can individually manage access to their own files and folders. For more info, see [Manage access to files and folders](#) in the [Microsoft Search in Bing adoption kit](#) (.ZIP download).

Please note that only Global admins can view or update these settings.

Action 1: Limit internal access

[Estimated time = 10 minutes]

Using **item insights**, you can disable document discovery for your entire organization or a subset of users, including dynamic groups, via Azure AD groups. Once permissions are set, users without access will see a **No results** message like the image on the right:



For more information, see the Microsoft Graph online documentation about [customizing item insights](#).

Action 2: Limit external access

[Estimated time = 10 minutes]

You can configure sharing settings in SharePoint and OneDrive to determine who people in your organization can collaborate with, both inside and outside your organization.

Depending on your business needs and the sensitivity of your data, you can:

- Disallow sharing with people outside your organization
- Require people outside your organization to authenticate
- Restrict sharing to specified domains

For more information about managing these access settings, see [Manage sharing settings](#) or get an overview of Microsoft 365 features that help you [keep your organization's data secure](#).

Topic 2: Make more content searchable

Microsoft Search makes all of your organization's Microsoft 365 data searchable. With Microsoft Graph connectors, you can expand the types of content that appear in internal results to include third-party data hosted on-premises or in a private or public cloud. Get an [overview of Graph connectors](#), review connectors from Microsoft and our partners in the [Connectors gallery](#), and find out about [setting up connectors](#) from Microsoft.

To make this content easier to find, you can [create custom verticals](#) (the tabs that appear at the top or on the left side of a search results page) and result types. You can also [create filters](#) for custom verticals to help your users narrow the results that they see.

Topic 3: Review search analytics

To understand how search is performing in your organization, review your usage analytics in the [Insights section](#) of the Search & intelligence settings. For more information, see [Microsoft Search Usage Reports](#). By default, you'll see the following search data for Office.com and SharePoint Online:

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 of 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.

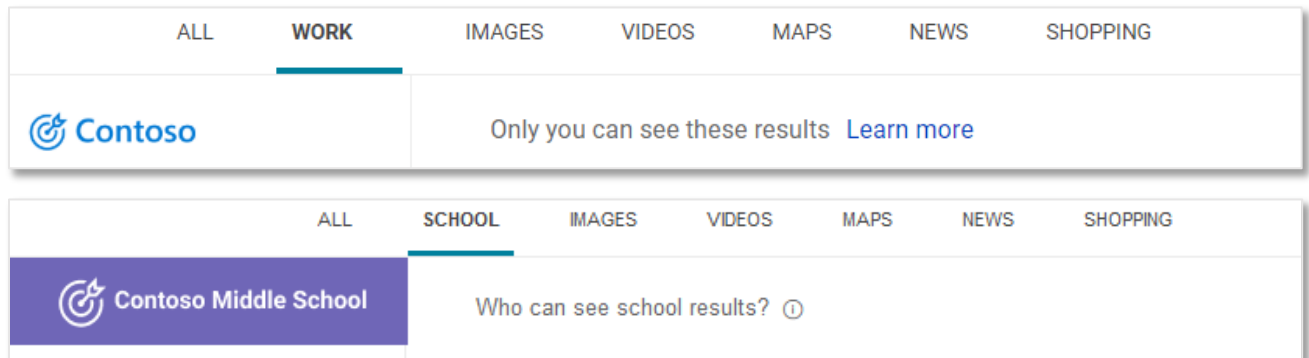
Topic 4: Configure Microsoft Search in Bing

In this section, we'll look at how Microsoft Search works with or without Bing, how to make it easier to sign in to access Microsoft Search in Bing, and how to enable or disable internal search functionality in various browsers.

In all versions of Office 365 and Microsoft 365 that include support for Microsoft Search, it is enabled by default for customers with enterprise or education service plans. Users can get work results directly from the search box built into the header bar of Office 365 apps, as shown in the [What users see](#) section of the Microsoft Search documentation.



Microsoft Search in Bing adds to this functionality by enabling school search results in addition to work results. For both work and school users, internal results are presented in a familiar search results format, where a convenient WORK or SCHOOL page makes these results readily accessible.



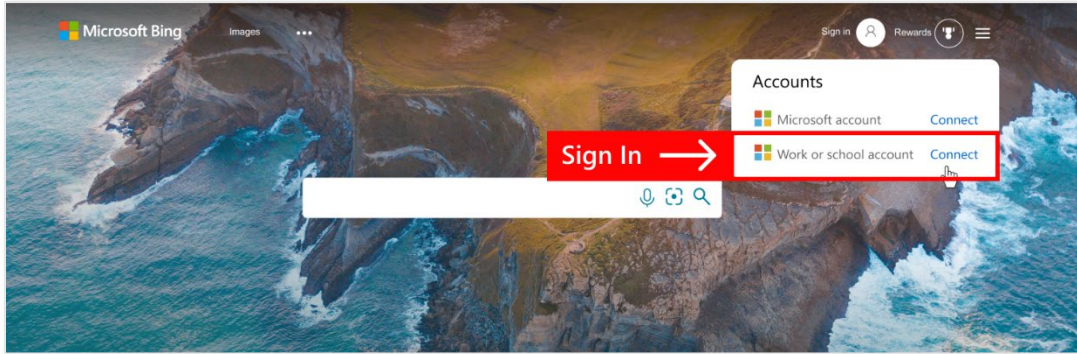
Public web users and people in other organizations, including Microsoft, can never access your organization's results on Microsoft Search in Bing. Only people in your organization can see these results when they search on Bing.

Also, Microsoft Search strictly adheres to the security and privacy information of the materials it searches. People in your organization can only see and access files, sites, and other resources that they have permissions to.

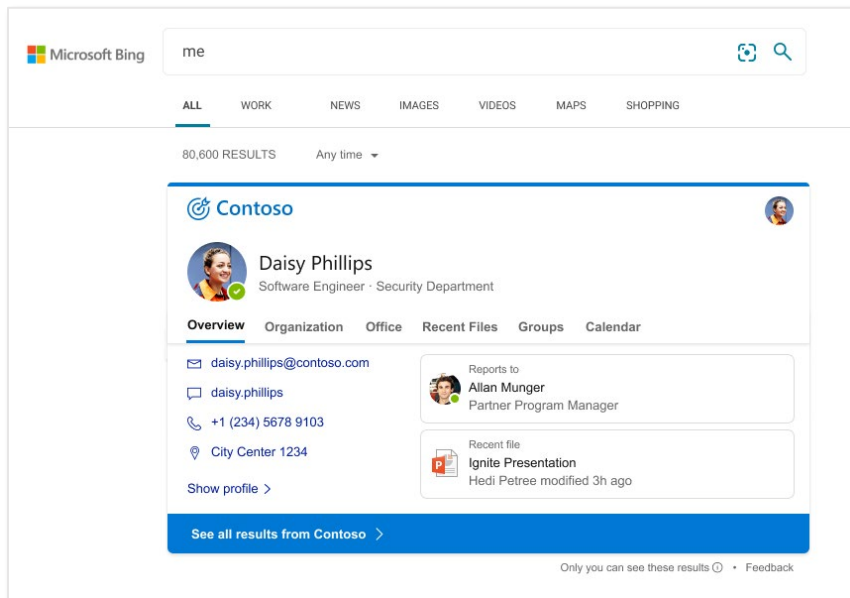
All that is required to find work or school results on Bing is for users to sign in with their work or school account and use it to search. All modern browsers are supported, on virtually any desktop or mobile platform.

Task 1: Sign in to Bing

1. On any device, go to bing.com and sign in to your work or school account. It's the same email and password used for Outlook on the web and SharePoint Online. For example, <user@yourcompany.com>.



2. Search for [me](https://me.com). Your profile result should appear:



This is the minimum requirement for accessing Microsoft Search in Bing on a user's device. However, there are several things you can do to make it easier for your users to access Microsoft Search in Bing.

For organizations using the Chromium Edge browser, signing in to Edge with a work or school account also enables additional Microsoft Search features on the New Tab Page.

Task 2: Make Microsoft Search in Bing easier to access

The simplest way to take advantage of Microsoft Search in Bing is by deploying [the new Microsoft Edge browser](#) as the default browser for your organization. With AAD identity integration, Bing as the default search engine, and the organization-focused new tab page, finding work or school content, sites, and resources could not be easier—all while adapting to the existing habits of your users.

If your organization will continue to be a mixed browser environment with Google Chrome, either as your default browser or as a supported browser, Microsoft Search can help your Chrome users easily find work or school results, too.

In the Microsoft 365 admin center, you can enable Microsoft Search in Bing for Google Chrome users by setting Bing as your default search engine and installing the Microsoft Search in Bing quick access extension. The extension provides seamless access to the work results page.

We recommend testing the extension prior to mass-deployment.


How to test the extension

The [MicrosoftSearchInBing.msi](#) is a standalone installer for the Microsoft Search in Bing quick access Chrome extension created for organizations that have Microsoft Search as part of their Microsoft 365 subscription, but aren't using Microsoft 365 Apps for enterprise (formerly Office ProPlus). Testing is recommended, but optional. Testing can be done before or after updating to Microsoft 365 Apps for enterprise Version 2005 or newer. (The mass-deployment installation becomes even simpler after Version 2005 or newer.)

To install the standalone extension

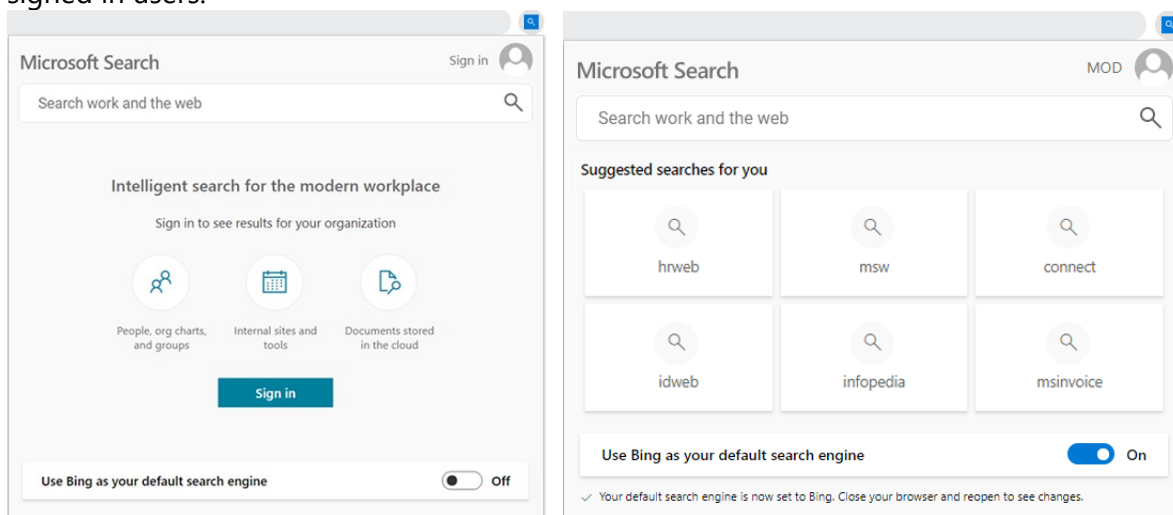
Only organizations running a version of Microsoft 365 Apps for enterprise earlier than Version 2005 need to download and install the standalone extension.

1. [Download](#) the standalone installer package from Microsoft.
2. Install the extension.
3. Reboot the device to enable the search extension.

To use the extension, open Chrome and click the extension icon .

Tip: To help your users find info faster, a Bing work or school results page always appears for searches made from the Microsoft Search in Bing quick access extension. Users won't see web results for these searches by default.

Here's what the Microsoft Search in Bing quick access extension looks like for signed out and signed in users.



When you've finished testing and are ready to begin mass deployment, you may leave the extension installed or opt to uninstall. The mass deployment option configured via the admin center won't be negatively affected in either case.

For information about uninstalling the search extension after testing, see [How to remove the background service for Microsoft Search in Bing after it's been installed](#).

Users who *don't* want Bing as their default search engine can revert to their previous default setting by turning **Use Bing as your default search engine** off. They can still use the extension to search, and searches made from the extension will still show internal results by default.

This is by far the easiest way to make Microsoft Search in Bing accessible to Chrome users. If you are interested in deploying Bing as the default search engine to users *without* the ability to revert to their previous settings, see the section on setting a default search engine via [Group Policy](#).

Prerequisites

The option to set Bing as the default search engine and install the extension is currently only supported for the following configuration:

Supported configuration

- Your organization's locations are limited to these regions: Australia, Canada, France, Germany, India, the United Kingdom, and the United States
- Bing is not currently the default search engine for Chrome users in your organization
- Device is domain-joined
- License includes Microsoft 365 Apps for enterprise (formerly Office 365 ProPlus) and devices have been updated to Version 2005 or newer

For devices that meet the first three requirements above—locations, Chrome default search engine isn't set to Bing, and device is domain-joined—installing the standalone extension for testing is supported.

To successfully test setting defaults across your organization, you'll need to opt-in [to set Bing as your default search engine and deploy the search extension](#).

If your environment does not support this configuration, please use an alternative method such as [Group Policy](#) to configure the browser and search defaults. The extension can be used to perform internal searches, even if the Background service for Microsoft Search in Bing is not installed.

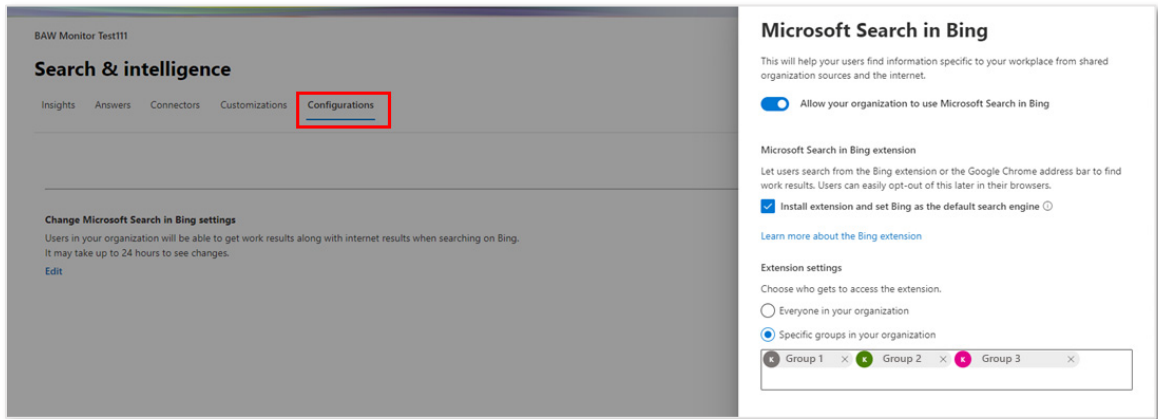
When the default search engine and extension are configured:

- Installation occurs only on domain-joined devices in supported regions
- If Bing is already the default search engine, the extension doesn't get installed
- The extension allows users to revert to their previous search engine setting at any time

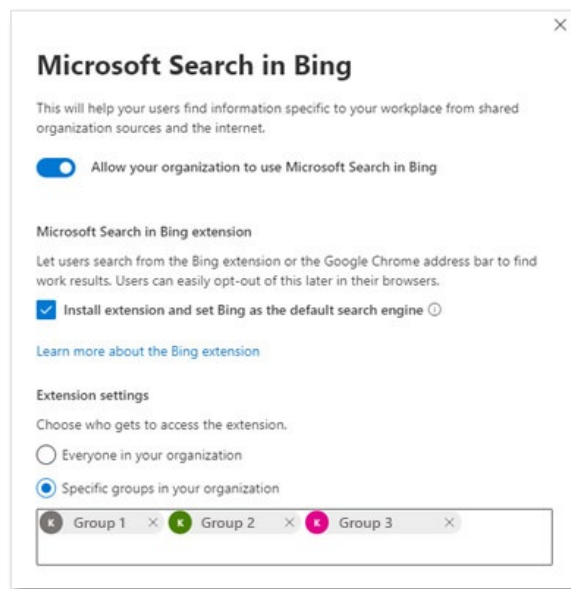
To set Bing as your default search engine and deploy the search extension:

1. Go to [Configurations](#) in the [Microsoft 365 admin center](#).
2. Under **Change Microsoft Search in Bing settings**, click **Edit**.

3. In the panel, turn on **Allow your organization to use Microsoft Search in Bing**.

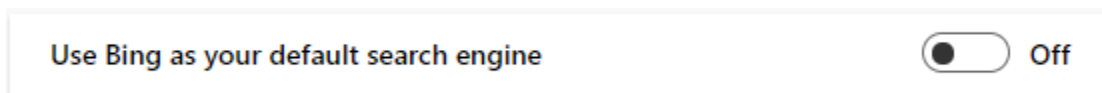


4. Select the **Install extension and set Bing as the default search engine** check box.
5. Use **Extension settings**, to configure who gets access to the extension. You can choose **Everyone in your organization** or, to give access to a subset of your users, choose **Specific groups in your organization**.



For details on how to deploy, see [Microsoft Search in Bing and Microsoft 365 Apps for enterprise](#).

Once deployed, users can easily revert to their previous default search engine setting by opening the extension and turning off the setting to use Bing:



But that's not all this extension does. In fact, it has several useful functions.

Most obviously, it provides a search box that enables Chrome to perform internal searches, landing the user directly on the work or school results page for your organization. It also provides search suggestions specific to your organization to encourage new users to try

searching work or school. And, even if Bing is *not* set as the default search engine, the search box in the extension provides quick access to internal results.

In short, it makes searching easier, it puts the ability to easily switch search engines in the hands of users, and it helps teach users how to use Microsoft Search. So, pretty handy overall.

For more information, see [Microsoft Search in Bing and Microsoft 365 Apps for enterprise](#).

Use Group Policy

- Microsoft Search in Bing works best when all users have their browser's search default set to Bing. Edge is preconfigured to use Bing, but some users may switch search defaults unless a group policy is set to [prevent users from making changes](#)
- You can [allow or disallow search engine customization](#) using the Group Policy Editor
- An administrative template in the Group Policy Editor controls this and other options (Computer Configuration\Administrative Templates\Windows Components\Microsoft Edge)

Note: The Set default search engine policy is only applicable to Windows 10 v1703 or newer. For more information, review the documentation that applies to your browser environment.

For Microsoft Edge version 77 or later, see the [Microsoft Edge documentation](#).

For Microsoft Edge version 45 and earlier, refer to the topic about [Search engine customization](#).

Microsoft Edge

Various group policies are provided for managing extensions, as detailed in the [Extensions](#) documentation library.

Google Chrome

[A TechNet thread](#) discusses how to install Chrome extensions via GPO. (Chrome extensions can also be used with the Chromium version of Edge.)

If the admin center option to auto-install and enable the extension is not supported in your environment, we recommend using Group Policy to install the Microsoft Search in Bing extension for [Chrome and Chromium versions of Edge](#) on your domain-joined devices.

Microsoft Internet Explorer

It is also possible to [enable IE11 extensions using administrative templates and group policy](#).

For information on how to set the default search provider for IE11 using Group Policy, [this MSDN post](#) details the steps and requirements.

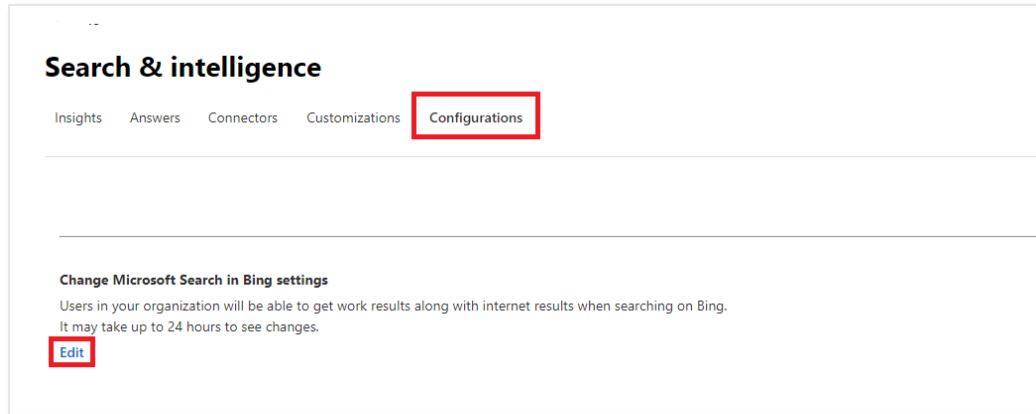
What your users will see with Microsoft Search in Bing

For information about what users will see after the Microsoft Search extension is installed and their device is rebooted, see [What your user will see with Microsoft Search in Bing](#).

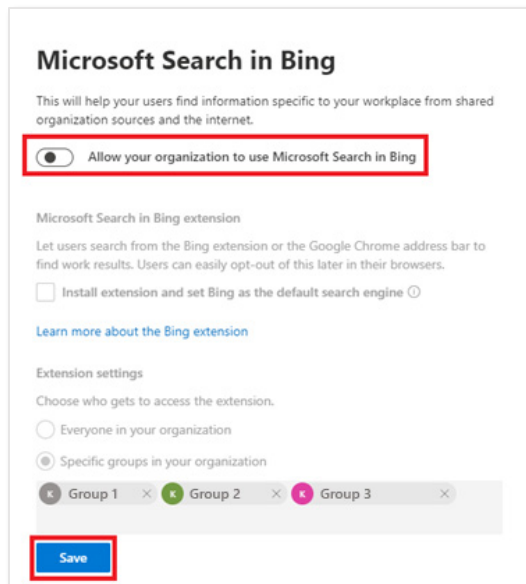
Disable Microsoft Search in Bing for all users

We hope you'll never need to use this option, but just in case, here's how to disable Microsoft Search in Bing for everyone in your organization.

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



3. Turn **Allow your organization to use Microsoft Search in Bing** off.
4. Click **Save**.



Topic 5: Customization options for your organization

Global admins can customize other aspects of Microsoft 365 that impact Microsoft Search, including release preferences, custom themes, the Edge new tab page, and more.

Task 1: Choose release preferences

Release preferences determines how your organization gets new features and service updates. For more information, see [Set up the Standard or Target release options](#).

Note: If you have selected “Targeted release for selected users” and your organization's Search admins and editors are *not* on the selected users list, they will not be able to access the Search & intelligence settings in the Microsoft 365 admin center.

If Search admins can't see Search & intelligence under Settings:

1. Add all Search admins and Search editors to the “selected users” list.
2. When complete, sign out, close the browser, and sign in again. You should now be able to see Search & intelligence under Settings.

Task 2: Manage custom themes

To customize the Microsoft 365 and Office 365 top navigation bar to reflect your organization's brand, change the default theme that appears for everyone in the organization. You can:

- Add your organization's logo
- Change the colors to match the rest of your brand
- Add the destination link users go to when they select your logo

For more information, see [Customize the Microsoft 365 theme for your organization](#).

To provide a consistent look-and-feel on the sign-in pages that appear when users sign in to your organization's web-based apps, such as Microsoft 365, [customize your Azure Active Directory sign-in page](#).

Task 3: Customize the Microsoft Bing homepage

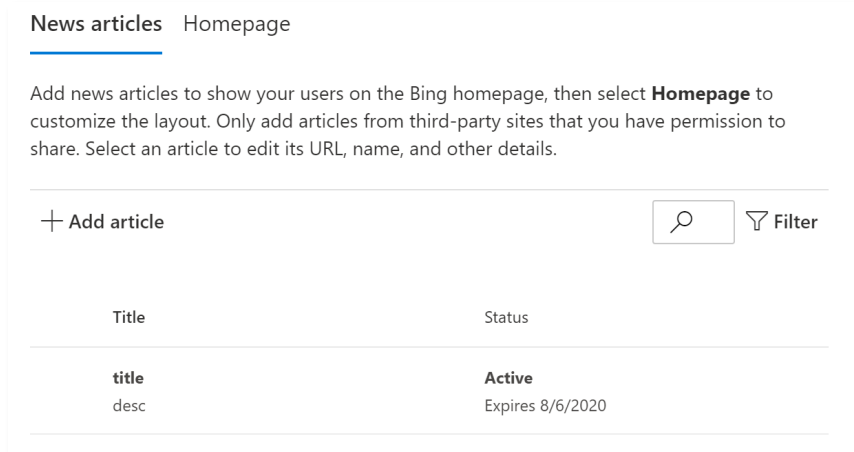
You can control how the [Microsoft Search in Bing homepage](#) appears for your users. The homepage preview updates as you select or clear options.

To show personalized information from your organization to signed-in users, including bookmarks, meetings, and recent files, select **Display the Microsoft Search in Bing homepage for your organization**. If cleared, users will see the same Bing homepage as public web users, even when they're signed in to a work or school account.

To include a module that displays programmable news articles, select **Show editorial news**. To program these articles, click the **News articles** tab.

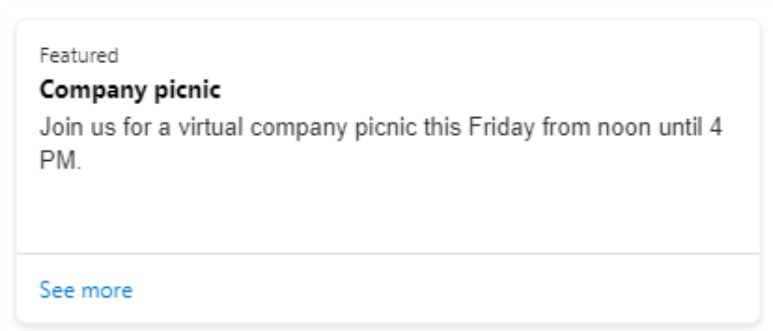
Task 4: Share internal news articles

Give your users easy access to internal news articles and use start and end dates to keep the content fresh and relevant. On the News articles tab, you can add articles, and use search or filters to find articles that were posted previously.



Adding a news article is similar to adding a bookmark, but instead of triggering an answer with a search, users will see the article on their personalized Bing homepage. You can add and publish multiple news articles at the same time but avoid overlapping their start and end dates.

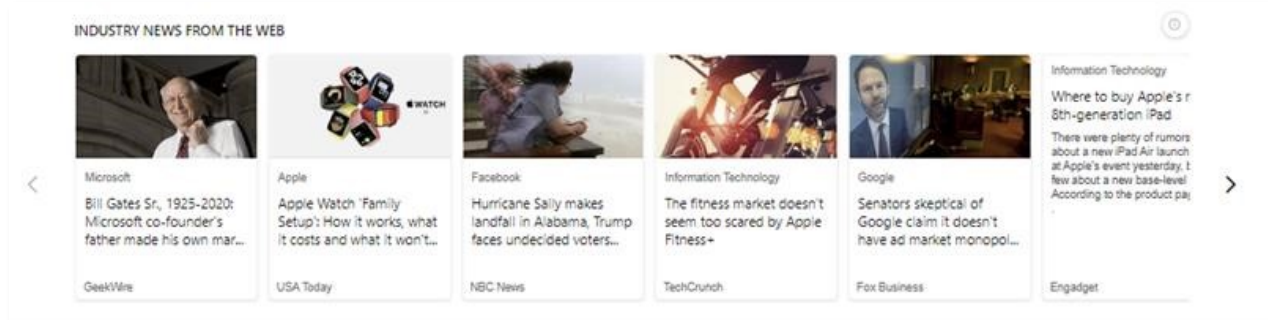
1. Go to [Microsoft Search in Bing homepage](#) settings in the [Microsoft 365 admin center](#).
2. On the **News article** tab, click **+Add article**.
3. The preview at the top of the panel updates automatically as you enter info.



4. Enter the article details:
 - **Title:** The title of the article.
 - **Description:** A short overview of the article.
 - **Thumbnail image:** Include an optional image to help draw attention to the article.
 - **Start date** and **End date:** When this article should appear and stop appearing on your enhanced homepage. The article will appear at midnight (UTC) on the start date. To add the article immediately, choose today's date for the start date.
 - **News article URL:** A link to the page or site where users can read the full article.
 - **"See more" URL:** A link to your internal news web site or a page where users can read more articles from your organization.
5. Select **Publish**, or to edit or publish later, select **Save as Draft**.

Task 5: Customize your news feed

To provide your users with up-to-date news headlines about your industry and info from your organization, use the News service to enable a customized news feed for your organization. Signed-in users that come to the Bing homepage will see your industry news feed under the personalized info from your organization.



As an admin, you control the News feed settings for your organization, including the selected industry and the Bing homepage, Microsoft Edge new tab page, and email experiences. For more information, see the article [Manage Industry news](#).

To turn industry news off or on for your users, in the [News](#) panel, click the **Bing homepage** tab, and clear or select **Include industry news**. Tenants with education service plans can also turn off trending news, just select or clear **Include trending news**.

Task 6: Manage SafeSearch settings for web results on Bing

When users are signed in to a work or school account and search on Bing, internal results appear on both the All and Work or School results pages. Along with highly relevant internal answers or results, the All page includes relevant web results for their search. (Web results never appear on the Work or School page.) You can block adult content from appearing on any Bing results pages that include web results. For more information, see [Block adult content with SafeSearch](#) and expand the Map at network level section.

Task 7: Customize people search capabilities

To limit the ability for users to find other people in your organization, for example to prevent students from finding profiles for other students, you can implement address book policies (ABPs). For more information, see [Address book policies in Exchange Online](#).

Task 8: Customize Microsoft Edge for K-12 education

For organizations identified as EDU tenants, admins can configure Microsoft Edge to use the [BingAdsSuppression policy](#). For more information, see [How to configure for K-12 education](#).



Topic 6: Send communications and conduct training

Now that you've set up Microsoft Search in Bing, the next step is to let users know about it, keep them up to date on new features, and offer training. We've made this as easy as possible by creating content that you can customize and provide to your users as part of a [Microsoft Search in Bing Adoption Kit](#).

Action 1: Get the Adoption Kit

Download the [Microsoft Search in Bing Adoption Kit](#), which includes a launch announcement email template, one-page PDFs about the benefits and features of Microsoft Search, and a short PowerPoint deck you can customize for training sessions.

Action 2: Share kit materials

Let users know about how your org has customized Microsoft Search in Bing to provide relevant bookmarks, acronyms, locations, and other answer types. Highlight an HR bookmark, a handy Q&A, or another useful search features and benefits, with brief instructions on how to use them. We encourage you to share these communications with your users on SharePoint, Teams, Yammer, or your organization's other communication channels.

Action 3: Send the launch email to users

Customize the email template from the Adoption Kit and use it to announce your org's launch of Microsoft Search in Bing. Share a few sample queries demonstrating how to find people, files, and more. We also recommend linking to your internal SharePoint site or Teams channel.

Action 4: Schedule a Microsoft Search training session

The training provides an overview of Microsoft Search, a demonstration of Microsoft Search in Bing, and how your users can provide feedback.

A variety of training materials are available.

1. User training: Presentation in the [Adoption Kit](#).
2. Admin training: [Microsoft Search Admin Training Guide](#).
3. Online: [How-to videos](#) and [blog posts](#).

Action 5: Request feedback from your users

Ask for feedback from your users through your organization's feedback channels.

Action 6: Review supporting documentation and additional resources

Microsoft Search in Bing documentation is available to answer your questions, support your implementation, and help you and your users succeed.

- [Microsoft Search setup help](#)
- [Microsoft Search overview](#) and [tutorial videos](#)
- [Microsoft Search content planning help](#)
- [Microsoft Search Bookmark management](#)
- [Microsoft Search Enterprise Q&A management](#)
- [Microsoft Search Acronyms management](#)
- [Microsoft Search Locations management](#)
- [Microsoft Search Floor plans management](#)

Actions checklist

Following is a handy checklist to track your deployment and engagement efforts.

- Assign search admins and search editors
- Publish default bookmarks
- Import SharePoint promoted results (Best Bets) and top queries
- Understand your most frequently visited intranet sites
- Brainstorm other useful topics
- Download templates for acronyms, bookmarks, locations, and Q&As
- Bulk create and import acronyms, bookmarks, and locations
- Identify top helpdesk and HR issues to set up useful Q&As
- Create your Q&As
- Manage internal and external access to files and folders
- Configure data connectors
- Review analytics for Office.com, SharePoint Online, and Microsoft Search in Bing
- (Chrome only) Set Microsoft Search in Bing as default search engine and deploy the Microsoft Search in Bing quick access extension
- Review additional customizations available to your organization
- Download the Microsoft Search in Bing Adoption Kit for deployment guidance
- Review the Adoption Kit contents and customize as needed
- Share new feature communications
- Send the launch email to users
- Schedule a Microsoft Search end-user training session
- Request feedback from your users