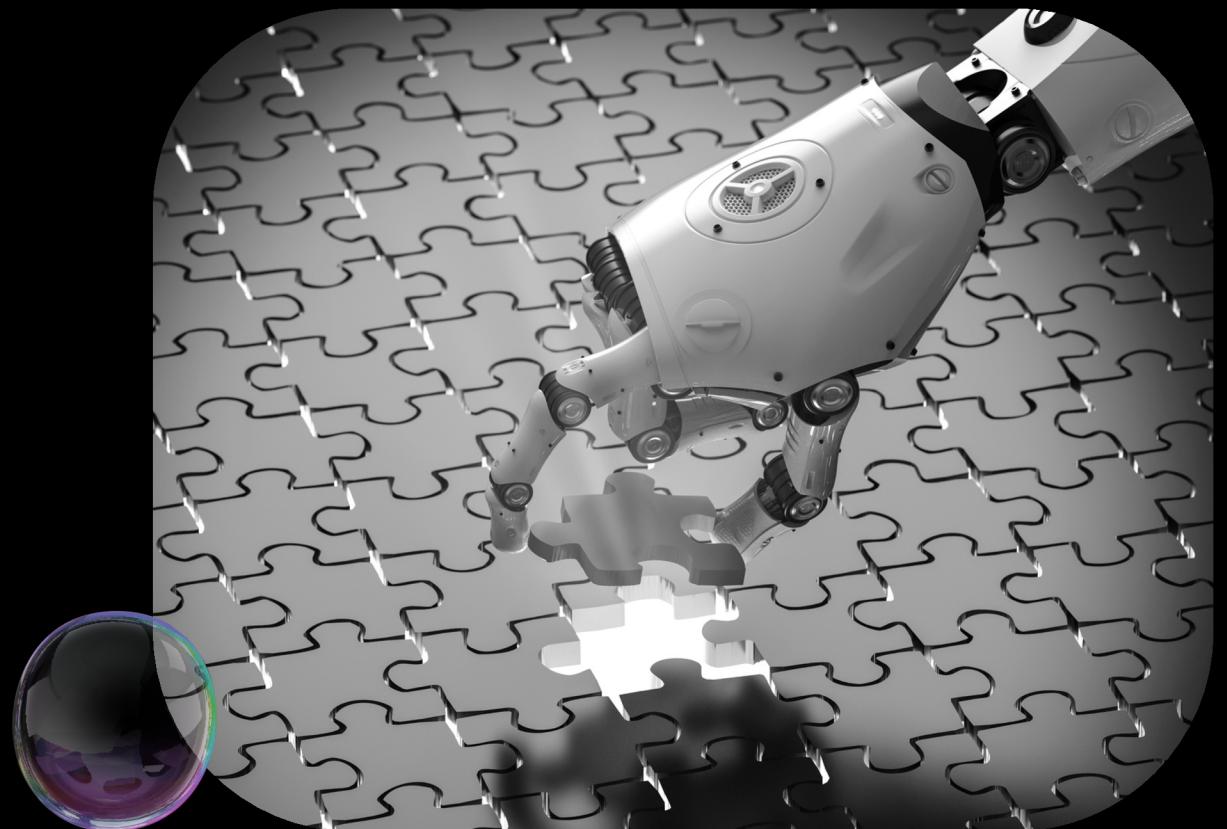


# Azure Mastery: Building Smarter Bots

Semantic search



Created by  
Katerina Chernevskaya



# Semantic search

## Definition

Semantic search refers to search technology that goes beyond keyword matching to understand the intent and contextual meaning behind a query.

It uses natural language processing to comprehend user intent, making search results more relevant and tailored.



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# Semantic ranker

## Definition

It is a feature in Azure AI Search that improves search relevance by using language understanding models to re-rank search results. This re-ranking process enhances the results by promoting those that are most semantically relevant to the user's query.



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# Semantic ranker

## Example

For instance, a query for “**apple**” in a tech context might return documents related to Apple Inc., rather than the fruit, demonstrating Azure's contextual understanding.



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# Semantic ranker

## Benefits

It improves the **accuracy** of your search results by understanding the deeper meaning behind your queries, not just the words themselves. This means you're more likely to get what you're really looking for on your first try.

It also **makes searches smarter** by adapting to the context of your queries, which enhances user satisfaction by delivering more relevant information quickly and efficiently.

This context-aware approach helps in creating a more intuitive search experience for everyone.



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# Semantic ranker

## Cost

Semantic ranker is available in the Azure AI Search at the **Basic and higher tiers**.

Two pricing plans available:

- At lower query volumes (under 1 000 monthly), semantic ranking is **free**.
- At higher query volumes, choose the **standard** pricing plan. Azure Price Calculator shows the billing rate for different currencies and intervals.
  - For example, in France Central:
    - First 1 000 requests per month free
    - \$1 per 1 000 additional requests



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# Semantic ranker

## Availability

Before deploying Azure AI Search, it's important to check the feature availability across different cloud regions. Not all features or services, including Semantic ranker, are available in every region. This makes planning your resource locations crucial to ensure you have access to all the capabilities you need.

You can check the specific availability of the Semantic ranker feature here: <https://learn.microsoft.com/en-us/azure/search/search-region-support>.

For instance, only certain regions in Europe currently support the Semantic Ranker feature:

North Europe, West Europe, France Central, Switzerland North, Switzerland West, UK South, UK West.



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# Semantic ranker



To enable Semantic ranker, navigate to your Azure AI Search service (Basic or higher tier), select Settings > Semantic ranking.

Select either the **Free plan** or the **Standard plan**.

You can switch between the free plan and the standard plan at any time.

The screenshot shows the Microsoft Azure portal interface. On the left, there's a sidebar with options like 'Search sessions', 'Settings', and 'Semantic ranker'. The 'Semantic ranker' option is highlighted with a purple box. The main content area is titled 'Semantic ranker' and contains a brief description: 'Semantic ranker uses deep neural networks to provide relevant results and answers based on semantics, not just lexical analysis. Additional charges may be applicable.' Below this is a 'Availability' section. It shows two plans: 'Free' and 'Standard'. The 'Free' plan is highlighted with a purple box and shows '1,000 requests per month' and '\$0.00/month'. A blue button labeled 'Selected Plan' is below it. The 'Standard' plan shows 'First 1,000 requests per month free per 1,000 additional requests.' At the bottom, there's a 'Select Plan' button. A 'Learn more' section with links to 'Availability and pricing', 'Multilingual support for semantic ranker', 'Bringing more meaningful results to Azure AI Search', and 'Create a query that invokes semantic ranking and returns semantic captions' is also visible.



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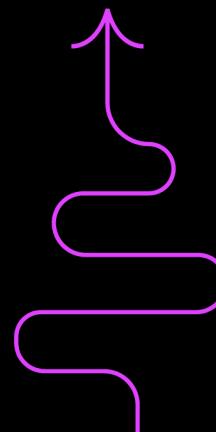
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Key Terms

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