

# Creating Search Experiences with Azure Search

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## AN INTRODUCTION TO AZURE SEARCH



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# Overview

**An Overview of Azure Search**

**Create a Search Service**

**Key Search Concepts**

# Search Usages



**Internet Search**



**Textual Searches**



**CRM**



**OCR Data**



**Location  
Searches**



**Product Searches**

# Why Should I Consider Azure Search?

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# Search Features



**Scalability**

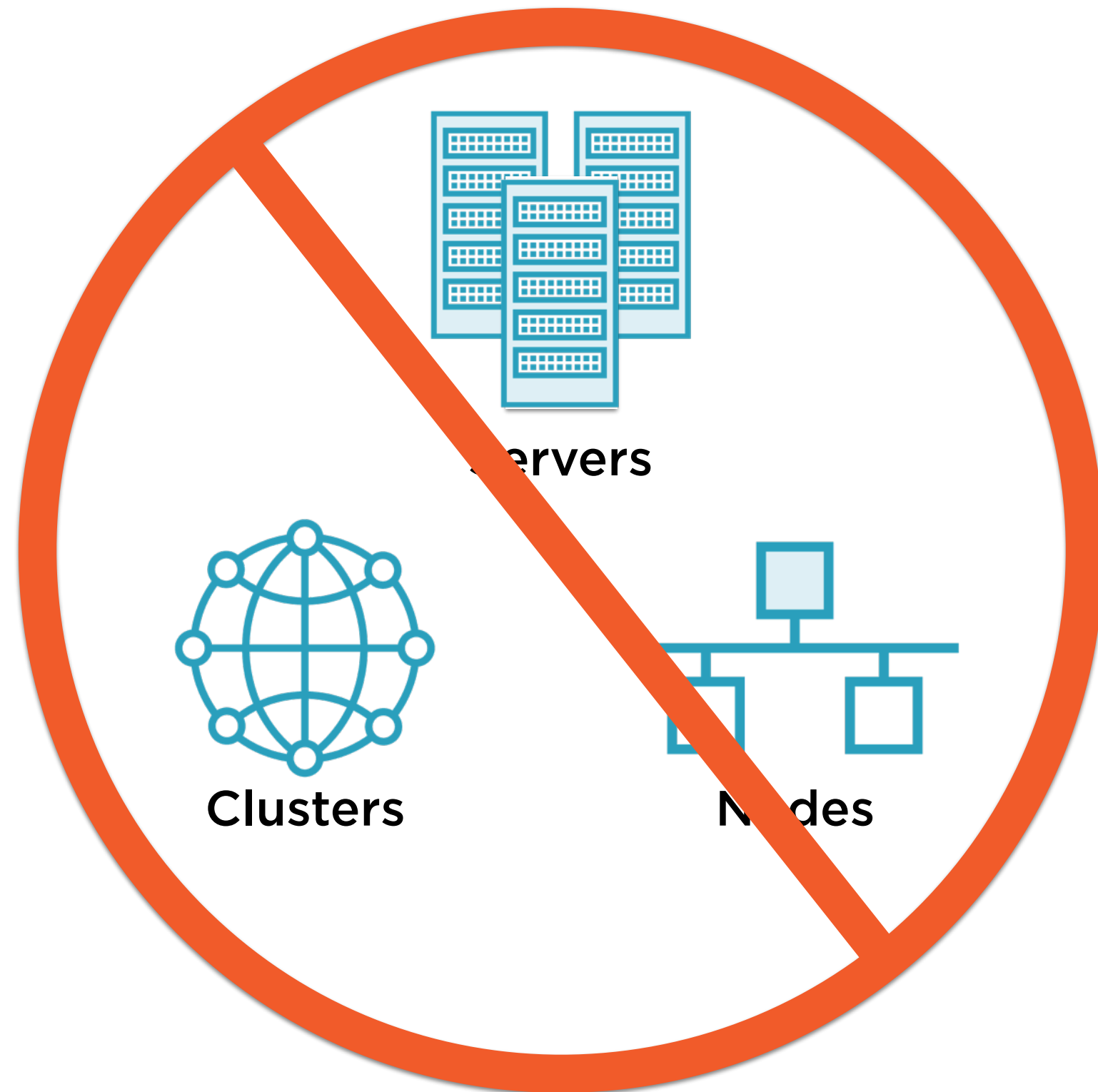


**Query Abilities**



**Search Navigation**

# Scalability



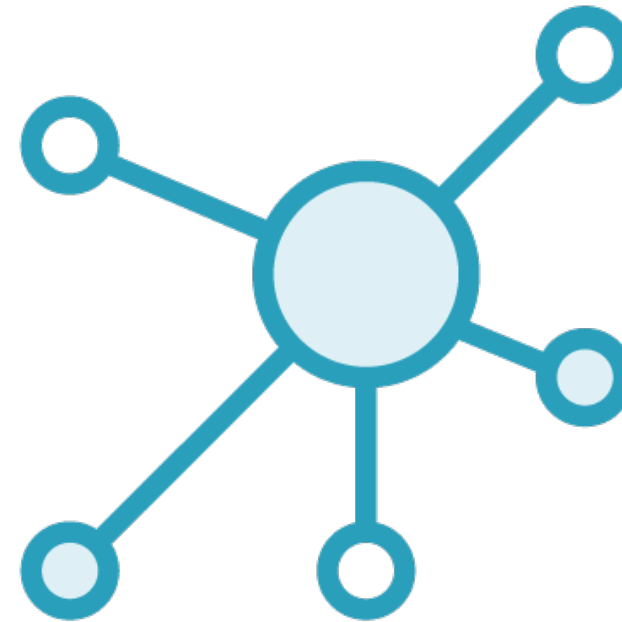
# Scalability

Manually



**Azure Portal**

Programmatically



**Azure Search Management APIs**

# Query Abilities



**Natural language  
processing**



**Search  
recommendations**



**Geosearch  
support**



**Scoring profiles**



# Natural Language Processing

Go My Query



Jackalobe Ale



Jackalobe Go Bock



Gone Jackalobe Porter



Jackalobe Going Stout



Jackalobe Went Dunkel





**word breaking**

**compound words**

**understanding dates and times**



**time tested**

**reliable**

**it works**

# Search Recommendations

Chrome File Edit View History Bookmarks People Window Help

localhost:3000

Growler

This value is used in the 'search' parameter of the query.

please enter your query here.

Beers

Search

☐ Power Syntax?

**Boost** ?

(nothing)

**Sort By** ?

relevance

**Maximum IBU** ?

apply

**By Brewery** ?

North American Brewco (2)

Northern Hemisphere Brewco (1)

**By ABV** ?

4 (1)

8 (1)

12 (1)

**By Last Tapped Date** ?

**Sigbin Stout**

Northern Hemisphere Brewco (16.2 mi. or 26.0 km.)

ibu: 65 abv: 8.1 last tapped: 03/18/2016 score: 0.4650083

**Hyote Chocolate Stout**

North American Brewco (16.2 mi. or 26.0 km.)

ibu: 78 abv: 7.4 last tapped: 01/07/2016 score: 0.37200662

**Chocolate Pukwudgie Stout**

North American Brewco (16.2 mi. or 26.0 km.)

ibu: 35 abv: 12.2 last tapped: 02/25/2016 score: 0.37200662

**Query Duration**

135 ms

**Query Results**

3 beers

**Disclaimer**

The data in this search service is fictional. It is not intended to be used for real beers.

The data in this search service is in a shared environment. There may be other individuals modifying the data while you're using it. Please be aware that you may experience unexpected results because of this.

You can reset the data to its original state by clicking the button below.

# Geospatial Searches



**Around a Point**



**Within an Area**

# Scoring Profiles



317 Maple St.

2 stories



734 Pine Road

1 story



5721 Oak Lane

2 stories

# Navigating Search Results



**Faceted Navigation**



**Paging**



**Hit Highlighting**

# Paging



Jackalobe Lager

abv: 3.3



Pope Lick Porter

abv: 6.5



Sigbin Stout

abv: 8.1

Page: [1](#) [2](#) [3](#)



# Paging



Ahool Ale

abv: 3.3



Aswang Ale

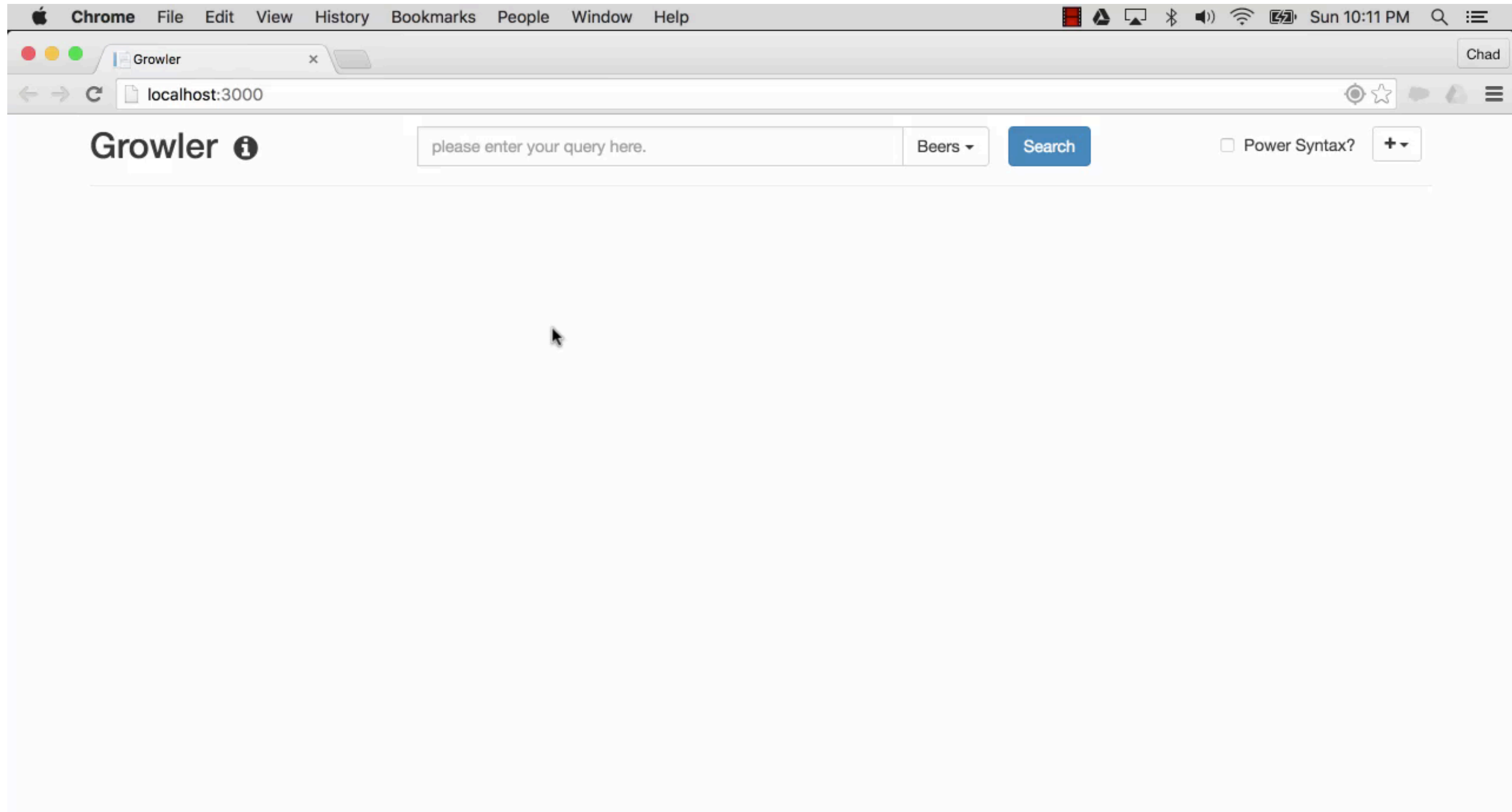
abv: 6.5



Igopogo Pilsner

abv: 8.1

# Hit Highlighting



# Creating a Search Service

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# Azure Search Service Name



**Index Searchable Data**



**Perform Searches**

# Organization Component

The name of your business

# Application Name Component

One or two words that identify your application

# Location Component

Identifies the Azure geographic region where the service will be created.

# Environment Component

The environment where the service is used in.



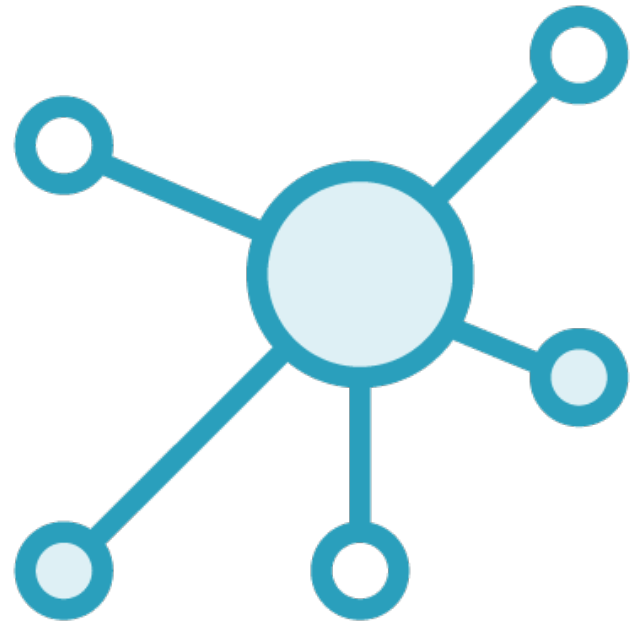
# Search Service Name

*org-app-location-environment*

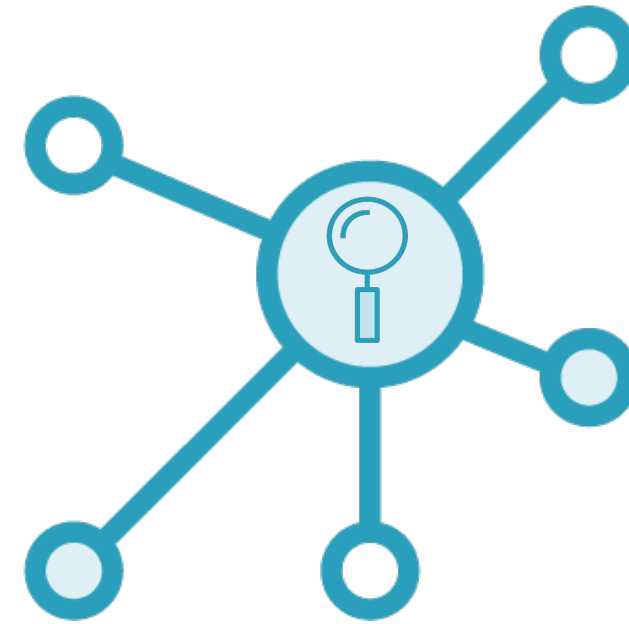
1 2

3 4

# APIs



**Azure Search Management APIs**



**Azure Search APIs**

# Azure Search Concepts

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# Concepts


**Index**


**Document**

An index is like a table in a  
relational database

# Document

A flattened out version of your data

# Summary

**Benefits of Azure Search**

**Create a Search Index**

**Azure Search Concepts**