Microsoft

Deploy and Manage Bing Custom Search With ARM

Speaker: Helen Zeng
Principal Solution Engineer

Jan 21, 2026

Microsoft

Goal

1. Deploy and manage 'Grounding with Bing Custom Search' using ARM

2. This document gives examples on Powershell

Step 1 - login

```
>az login --tenant "yourTenantID"
>az login --scope https://management.core.windows.net//.default
>az account set --subscription "subscriptionID"
```

Step 2 – register Bing search as an Azure resource provider

```
>az provider register --namespace 'Microsoft.Bing'
```

Step 3 – prepare ARM template

arm-template.json

```json
{
    "$schema": "http://schema.management.azure.com/schemas/2015-01-01/deploymentTemplate.json#",
    "contentVersion": "1.0.0.0",
    "parameters": {
        "name": { "type": "string" },
        "location": {
            "type": "string",
            "defaultValue": "global"
        },
        "sku": { "type": "string" },
        "resourceTags": { "type": "object" },
        "apiVersion": {"type": "string"},
        "kind": {"type": "string"}
    },
    "resources": [
        {
            "type": "Microsoft.Bing/accounts",
            "apiVersion": "[parameters('apiVersion')]",
            "name": "[parameters('name')]",
            "location": "[parameters('location')]",
            "tags": "[parameters('resourceTags')]",
            "sku": { "name": "[parameters('sku')]" },
            "kind": "[parameters('kind')]"
        }
    ]
}
```

my-custom2-config.json

```json
{
  "$schema": "https://schema.management.azure.com/schemas/2019-04-01/deploymentParameters.json#",
  "contentVersion": "1.0.0.0",
  "parameters": {
   "name": {
    "value": "Bing-custom2"
   },
   "location": {
    "value": "global"
   },
   "sku": {
    "value": "G2"
   },
   "kind": {
    "value": "Bing.GroundingCustomSearch"
   },
   "apiVersion": {
    "value": "2020-06-10"
   },
   "resourceTags": {
    "value": {
     "name": "Bing-custom2"
    }
   }
  }
}
```
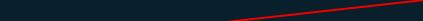
Step 4 – get access token

CLI command:

➢ az account get-access-token –resource https://management.azure.com/

Below is result:

This token will be needed in later curl REST API

{

·   "accessToken": "zzzzzzzz",

·   "expiresOn": "2025-12-12 15:07:45.000000",

·   "expires_on": 1765580865,

·   "subscription": "xxxxxxxx",

·   "tenant": "yyyyyyyy",

·   "tokenType": "Bearer"

·   }

Step 5 – create Bing resource

➢This step will create Bing-custom2 resource in my-resourcegroup

➢Two methods are introduced

Step 5 – method1, using CLI

```
> az deployment group create `
--resource-group my-resourcegroup `
--template-file ./arm-template.json `
--parameters @my-custom2-config.json
```

Replace with your resource group name

Use the json in step3

Step 5 – method2, using curl REST API

Below is create-bing-resource.REST

```
curl -X PUT "https://management.azure.com/subscriptions/xxxxxxxx/resourceGroups/my-resourcegroup/providers/Microsoft.Bing/accounts/Bing-custom2?api-version=2020-06-10" \
-H "Authorization: Bearer zzzzzzzz" \
-H "Content-Type: application/json" \
-d '{
    "type": "Microsoft.Bing/accounts",
    "location": "global",
    "sku": { "name": "G2" },
    "kind": "Bing.GroundingCustomSearch",
    "tags": {"name": "Bing-custom2"}
}'
```

Step 5 – method2, result

create-bing-resource.REST

```
Send Request
    1  curl -X PUT  https://management.azure.com/subscriptions/f464793a-
    2  -H "Authorization: Bearer eyJ0eXAiOiJKV1QiLCJhbGciOiJSUzI1NiIsIng
    3  -H "Content-Type: application/json" \
    4  ∨ -d '{
    5        "type": "Microsoft.Bing/accounts",
    6        "location": "global",
    7        "sku": { "name": "G2" },
    8        "kind": "Bing.GroundingCustomSearch",
    9        "tags": {"name": "Bing-custom2"}
   10  }'
```

```
X PUT...0
    1  HTTP/1.1 200 OK
    2  Cache-Control: no-store, must-revalidate, no-cache, max-age=0
    3  Content-Length: 516
    4  Content-Type: application/json; charset=utf-8
    5  ETag: "                              "
    6  Set-Cookie:
       =/; httponly

    7  x-ms-operation-identifier:

    8  x-ms-providerhub-traffic: True
    9  x-ms-request-id:
   10  x-ms-correlation-request-id:
   11  mise-correlation-id:
   12  X-Cache: CONFIG_NOCACHE
   13  Accept-CH:
       n, Sec-CH-
       Sec-CH-UA-
   14  X-MSEdge-Ref:
       072316062 Ref
   15  x-ms-ratelimit-remaining-subscription-writes: 199
   16  x-ms-ratelimit-remaining-subscription-global-writes: 2999
   17  x-ms-routing-request-id:

   18  Strict-Transport-Security: max-age=31536000; includeSubDomains
   19  X-Content-Type-Options: nosniff
```

Step 6 – create Bing configuration

create-update-config.REST

```
curl -X PUT "https://management.azure.com/subscriptions/subscriptionID/resourceGroups/my-resourcegrpup/providers/Microsoft.Bing/accounts/Bing-custom2/customSearchConfigurations/Bing-custom2-config?api-version=2025-05-01-preview" \
-H "Authorization: Bearer zzzzzzzz" \
-H "Content-Type: application/json" \
-d '{
    "properties": {
    "blockedDomains": [
    {
    "domain": "www.aa.com",
    "includeSubPages": true
    },
    {
    "domain": "www.yahoo.com",
    "includeSubPages": false
    }
    ],
    "allowedDomains": [
    {
    "domain": "www.amazon.com",
    "includeSubPages": true,
    "boostLevel": "Demoted"
    },
    {
    "domain": "www.weather.com",
    "includeSubPages": false,
    "boostLevel": "Default"
    }
    ]
    }
}'
```

Step 6 – result

create-update-config.REST

```
Send Request                                   X PUT...w
1   curl -X PUT https://management.azure.com/subscriptions/f464793a-
2   -H "Authorization: Bearer eyJ0eXAiOiJKV1QiLCJhbGciOiJSUzI1NiIsIng
3   -H "Content-Type: application/json" \
4   -d '{
5       "properties": {
6           "blockedDomains": [
7               {
8                   "domain": "www.aa.com",
9                   "includeSubPages": true
10              },
11              {
12                  "domain": "www.yahoo.com",
13                  "includeSubPages": false
14              }
15          ],
16          "allowedDomains": [
17              {
18                  "domain": "www.amazon.com",
19                  "includeSubPages": true,
20                  "boostLevel": "Demoted"
21              },
22              {
23                  "domain": "www.weather.com",
24                  "includeSubPages": false,
25                  "boostLevel": "Default"
26              }
27          ]
28      }
29  }'
```
```
1   HTTP/1.1 200 OK
2   Cache-Control: no-store, must-revalidate, no-cache, max-age=0
3   Content-Length: 864
4   Content-Type: application/json; charset=utf-8
5   ETag: "
6   Set-Cookie:
    ttponly; do
    path=/; exp
7   x-ms-operation-identifier:

8   x-ms-providerhub-traffic: True
9   x-ms-request-id:
10  x-ms-correlation-request-id:
11  mise-correlation-id:
12  X-Cache: CONFIG_NOCACHE
13  Accept-CH:
    n, Sec-CH-U
    Sec-CH-UA-P
14  X-MSEdge-Ref:
    051204007 Ref
15  x-ms-ratelimit-remaining-subscription-writes: 199
16  x-ms-ratelimit-remaining-subscription-global-writes: 2999
17  x-ms-routing-request-id:

18  Strict-Transport-Security: max-age=31536000; includeSubDomains
19  X-Content-Type-Options: nosniff
20  Date: Fri, 12 Dec 2025 22:55:27 GMT
21  Connection: close
22
23 ∨ {
24      "id": "/subscriptions/                          /resour
    ceGroups/                  s/Microsoft.Bing/accounts/Bing-cus
    tom2/customSearchConfigurations/Bing-custom2-config",
25      "name": "Bing-custom2-config",
26      "type": "microsoft.bing/accounts/customsearchconfigurations",
27 ∨    "systemData": {
28          "createdBy": "                    ",
29          "createdByType": "User",
30          "createdAt": "2025-12-12T22:55:25.6727242Z",
31          "lastModifiedBy": "                    ",
32          "lastModifiedByType": "User",
33          "lastModifiedAt": "2025-12-12T22:55:25.6727242Z"
34      },
35 ∨    "properties": {
36 ∨        "allowedDomains": [
37              {
```

Optional Step 7 – list Bing resource configuration

Below is list-config.REST

```
curl -X GET "https://management.azure.com/subscriptions/subscriptionID/resourceGroups/my-resourcegroup/providers/Microsoft.Bing/accounts/Bing-custom2/customSearchConfigurations/Bing-custom2-config?api-version=2025-05-01-preview" \
-H "Authorization: Bearer zzzzzzzz" \
-H "Content-Type: application/json" \
```

Optional Step 7 – result

list-config.REST

Optional step 8 – delete Bing configuration

Below is delete-config.REST

curl -X DELETE "https://management.azure.com/subscriptions/subscriptionID/resourceGroups/my-resourcegroup/providers/Microsoft.Bing/accounts/Bing-custom2/customSearchConfigurations/Bing-custom2-config?api-version=2025-05-01-preview" \
-H "Authorization: Bearer zzzzzzzz" \
-H "Content-Type: application/json" \

Optional step 8 – result

delete-config.REST

```
  Send Request                                                  X DEL...w
1  curl -X DELETE "https://management.azure.com/subscriptions/f46479
2  -H "Authorization: Bearer eyJ0eXAiOiJKV1QiLCJhbGciOiJSUzI1NiIsIng
3  -H "Content-Type: application/json" \
4
```

```
1   HTTP/1.1 200 OK
2   Cache-Control:
3   Set-Cookie: _E


4   x-ms-providerhub-traffic: True
5   x-ms-request-id:
6   x-ms-correlation-request-id:
7   mise-correlation-id:
8   X-Cache: CONFIG_NOCACHE
9   Accept-CH:
    Sec-CH-UA-
    H-UA-Platf
10  X-MSEdge-Ref:
    2318052 Ref C:
11  x-ms-operation-identifier: tenantId=1


12  x-ms-ratelimit-remaining-subscription-deletes: 199
13  x-ms-ratelimit-remaining-subscription-global-deletes: 2999
14  x-ms-routing-request-id:


15  Strict-Transport-Security: max-age=31536000; includeSubDomains
16  X-Content-Type-Options: nosniff
17  Date: Fri, 12 Dec 2025 22:59:49 GMT
18  Connection: close
19  Content-Length: 0
20
21
```