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# **Create a Timed Query Rule with a Promoted Result**

By Jacqueline Mulcahy

*Relevant to SharePoint Foundation, Standard and Enterprise and Office 365*



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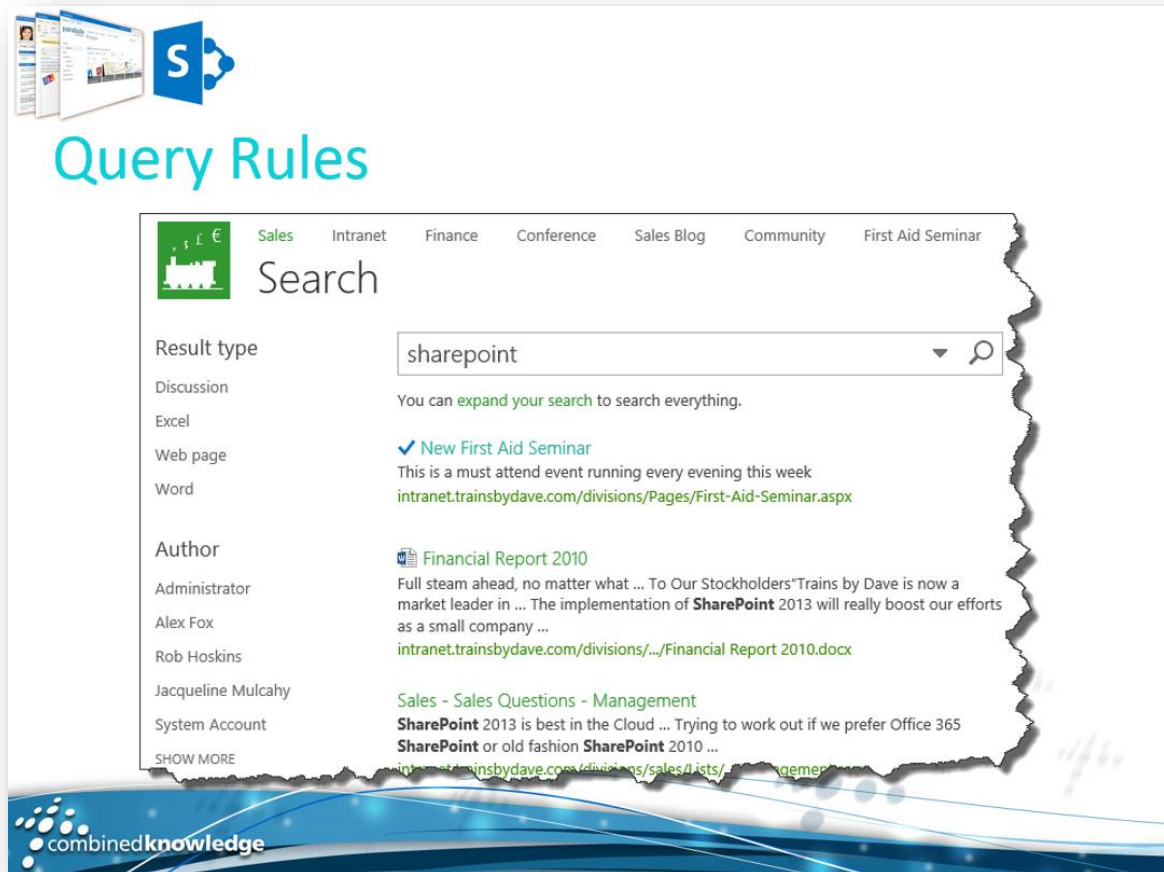
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# What is a Timed Query Rule and Promoted Result?



Without using any custom code, Search service application administrators, site collection administrators, and site owners can help searches respond to the intent of users by creating *query rules*. In a query rule, you specify conditions and correlated actions. When a query meets the conditions in a query rule, the search system performs the actions specified in the rule to improve the relevance of the search results, such as by narrowing results or changing the order in which results are displayed. For example, a query rule condition could be that a term in a query matches a particular term in a SharePoint term set, or that a query is frequently performed on a particular result source in a search system, such as videos. When the query rule condition is satisfied, a correlated action could be to show a specific item at the top of the search results.

You can configure query rules for one or more result sources, and you can specify the time period during which the query rule is active. Let's say you have a page which is detailing a special event which is running this week, and you want to promote the event for the duration.

This white paper details the steps to follow to create a query which will execute whenever a user performs a search, using any search term, and promoting a specified document to the top of the search results. The query will execute for a specified period of time.

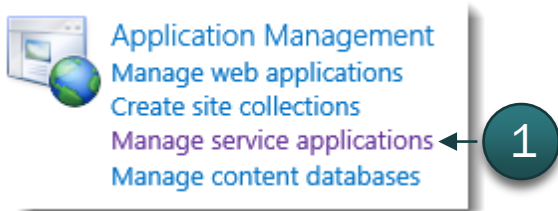
# Levels and Permissions for Query Rules

When you create a query rule at this level	You must have this permission	The query can be used in
Search service application	Search service application administrator	All site collections in web applications that consume the Search service application
Site collection	Site collection administrator	All sites in the site collection
Site	Site owner	The site

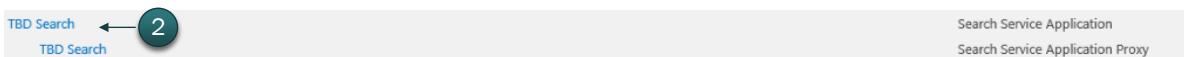
To add or edit a query rule, you must go to the **Manage query rules** page. Depending on the level at which you are creating the query rule, use one of the following procedures to go to the **Manage query rules** page.

## Search service application level

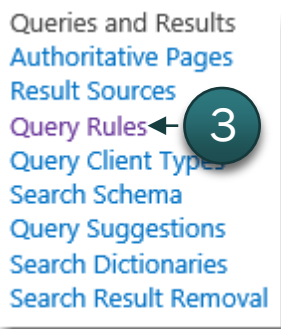
1. Verify that the user account that performs this procedure is an administrator for the Search service application.
2. In Central Administration, in the **Application Management** section, click **Manage service applications**.



3. Click the Search service application to which you want to add query rules.

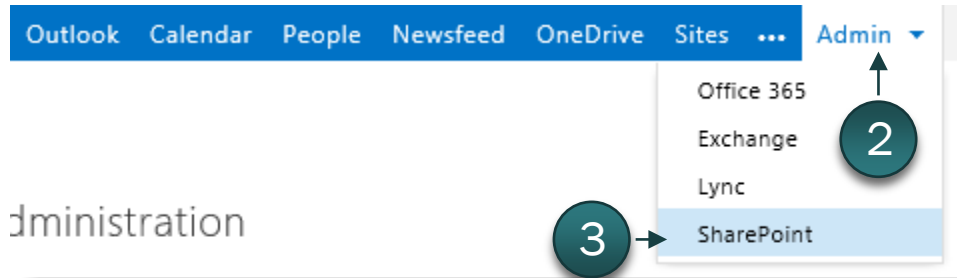


4. On the Search Administration page for the Search service application, in the Quick Launch, in the **Queries and Results** section, click **Query Rules**.

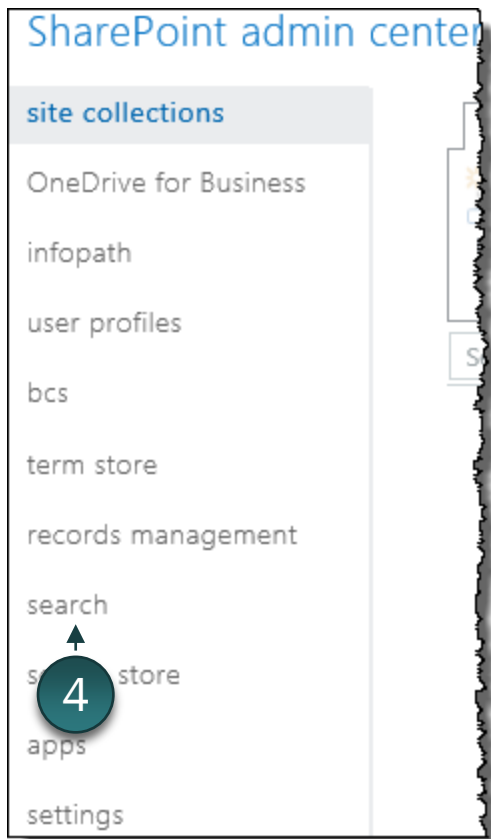


## Search service application level in SharePoint online

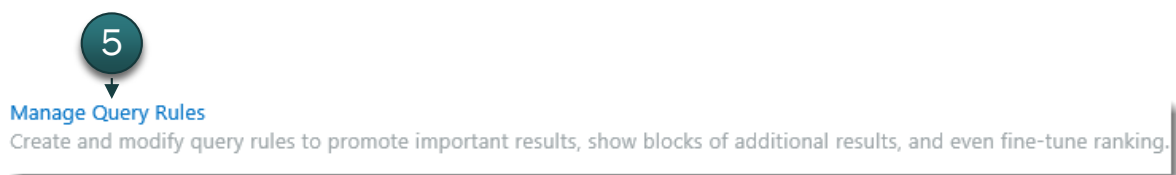
1. Verify that the user account that performs this procedure is a site collection administrator.
2. Click the **Admin** link in the *SharePoint Admin Center*
3. Select **SharePoint** from the list.




4. Select **Search** from the Quick Launch on the left.



5. Click **Manage Query Rules** on the *Search Administration* page.




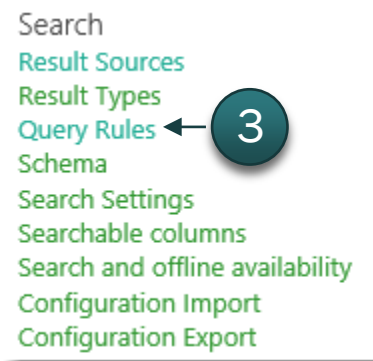
## Site collection level

6. Verify that the user account that performs this procedure is a site collection administrator.
7. Click  to access the **Settings** menu for the site collection, click **Site Settings**.
8. On the **Site Settings** page, in the **Site Collection Administration** section, click **Search Query Rules**.



## Site level

9. Verify that the user account that performs this procedure is a member of the Owners group for the site.
10. Click  to access the **Settings** menu for the site, click **Site Settings**.
11. On the **Site Settings** page, in the **Site Administration** section, click **Query Rules**.



## Create the Query Rule

12. On the **Manage Query Rules** page, in the **Select a Result Source** list, select the Result Source you wish to run the query on, such as *Local SharePoint Results (System)*.
13. Any previously defined queries for the selected result source are displayed.
14. Click **New Query Rule**.

Use query rules to conditionally promote important results, show blocks of additional results, and even tune ranking. Changes may take several seconds to take effect, but you can test immediately with Test a Query below. Note that dictionaries may take several minutes to update. [Learn more about query rules.](#)

1

For what context do you want to configure rules?

Local SharePoint Results (System) | All User Segments | All Topic Categories

New Query Rule | Order Selected Rules

Test a Query... | find rules that fire for a query

3 | 2

Name | Modified | Conditions | Actions

Defined for this site collection (1)

New starter policy	Query Matches Keyword Exactly company policies; new; new starter	Add Promoted Results New starter company policy document
11/04/2014	Query Contains Action Term Keywords: company policies; new;	

15. In the **General Information** section enter a **Rule name**.
16. In the **Context** section, under **Query Conditions**, click **Remove Condition**.

General Information

Rule name

First Aid Seminar

Fires only on source Local SharePoint Results.

4

Context

Query Conditions

Define when a user's search box query makes this rule fire. You can specify multiple conditions of different types, or remove all conditions to fire for any query text. Every query condition becomes false if the query is not a simple keyword query, such as if it has quotes, property filters, parentheses, or special operators.

Query Matches Keyword Exactly

Query exactly matches one of these phrases (semi-colon separated)

Remove Condition

5

Add Alternate Condition



The query condition fields are removed. This query will fire on any query text.

17. In the **Actions** section click **Add Promoted Result**.

### General Information

Rule name

First Aid Seminar

Fires only on source Local SharePoint Results.

### Context

#### Query Conditions

Define when a user's search box query makes this rule fire. You can specify multiple conditions of different types, or remove all conditions to fire for any query text. Every query condition becomes false if the query is not a simple keyword query, such as if it has quotes, property filters, parentheses, or special operators.

This rule fires on any query text.

Add Condition

#### Actions

When your rule fires, it can enhance search results in three ways. It can add promoted results above the ranked results. It can also add blocks of additional results. Like normal results, these blocks can be

Promoted Results

Add Promoted Result

6

Result Blocks

Add Result Block

Change ranked results by changing the query



18. In the **Add Promoted Result** dialog, enter a **Title**.
19. Type in or paste the **URL** of the item you wish to promote.
20. Optionally add a **Description** for the Promoted Result.
21. Click **Save**.

### Add Promoted Result ×

Add new promoted result  Select existing promoted result

Title  7

URL  8

Render the URL as a banner instead of as a hyperlink

Description  9

10



*Back on the Add Query Rule page, verify that the new query rule has been created and is listed in the Actions section.*

#### Actions

When your rule fires, it can enhance search results in three ways. It can add promoted results above the ranked results. It can also add blocks of additional results. Like normal results, these blocks can be promoted to always appear above ranked results or ranked so they only appear if highly relevant. Finally, the rule can change ranked results, such as tuning their ordering.

▷ [Publishing](#)

Promoted Results

1  New First Aid Seminar [edit](#) [remove](#)

[Add Promoted Result](#)

#### Result Blocks

[Add Result Block](#)

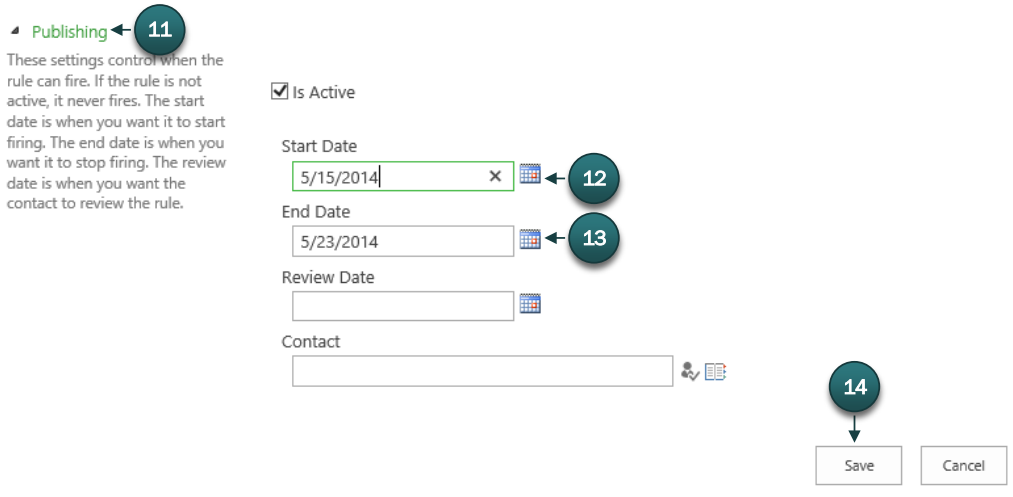
[Change ranked results by changing the query](#)

22. Expand the **Publishing** section to set up the schedule for when the rule should run.
23. Select the **Start Date**.
24. Select the **End Date**.



You can also optionally set a Review Date and assign a Contact to review the rule.

25. Click **Save**.



11 Publishing

These settings control when the rule can fire. If the rule is not active, it never fires. The start date is when you want it to start firing. The end date is when you want it to stop firing. The review date is when you want the contact to review the rule.

Is Active

Start Date  12

End Date  13

Review Date

Contact  14

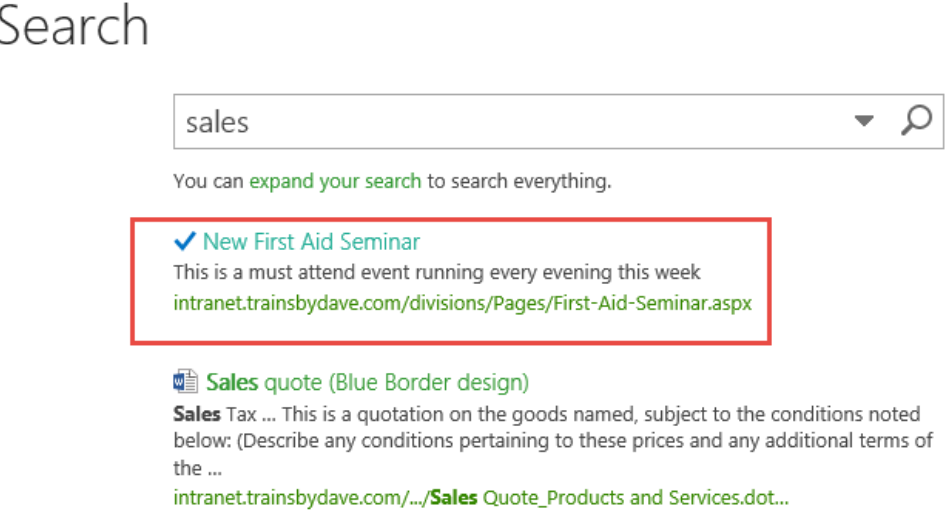
Save Cancel

You will be returned to the Manage Query Rules page, check that the new rule is listed under the Defined for this Site/Site Collection section.

Name	Modified	Conditions	Actions
<b>Defined for this site collection (2)</b>			
First Aid Seminar 15/05/2014 - 23/05/2014	15/05/2014		Add Promoted Results New First Aid Seminar

Test the query by navigating to the Home page and searching for any word. The promoted result you created should be at the top of the search results page.


## Search



sales

You can [expand your search](#) to search everything.

✓ **New First Aid Seminar**  
This is a must attend event running every evening this week  
[intranet.trainsbydave.com/divisions/Pages/First-Aid-Seminar.aspx](http://intranet.trainsbydave.com/divisions/Pages/First-Aid-Seminar.aspx)

 **Sales quote (Blue Border design)**  
**Sales Tax ...** This is a quotation on the goods named, subject to the conditions noted below: (Describe any conditions pertaining to these prices and any additional terms of the ...  
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