Abstract

As the web is escalating day by day, so the most concerned issue for the users would be how to collect the useful information and to find their genuine information effectively and quickly. With the tremendous growth of information available to end users through the web, search engines play a vital role in retrieving and organizing relevant data for various purposes. The ranking of the web pages for the web search engine is one of the significant problems at present. This leads to the important attention to the research community. In this paper, a page rank mechanism called Hybrid Page Rank Algorithm is proposed which is based on both content and link structure of the web pages. This algorithm is used to find more relevant information according to user’s query. This paper also presents the comparison between SimRank Algorithm and the Hybrid Page Rank Algorithm.

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**Index Terms**

Computer Science Algorithms

**Keywords**

WWW; Data mining; Web mining; Search engine; Page ranking