Abstract

Searching becomes a normal behavior of our life. Billions of users communicate with search engines daily. They are checking links of results, click on the ads, spend time on pages to restructure their queries and perform other actions. These interactions may concern some of the valuable source of information for tuning the content. There are massive web pages on the internet and search engines also have a test to find the best ranked pages. This paper provides a survey on different ranking algorithms such as link based ranking, content based ranking and usage based ranking and presents a comparative analysis on performance of these algorithms.

References

1. Magdalini Eirinaki, Michalis Vazirgiannis Usage-based page rank for web personalization in proceedings of the fifth IEEE international conference on Data mining (ICDM ’05)
2. Samriti Gupta, Alka Jindal Contrast of Link based Web Ranking Techniques at IEEE 2008
3. Azam Feyznia, Mohsin Kahanti: A link analysis based ranking method for semantic web documents at IEEE proceedings of 2010
4. Jun Fang, Lei Guo: Calculation of weight of entities in ontologies by using usage based information in IEEE proceedings of 2011
7. Ashlesha Gupta, Ashutosh Dixit, AK Sharma: Relevant document crawling with usage pattern and domain profile based page ranking in IEEE proceedings of 2013
8. P. Sudhakar, G. Poonkuzhal R. Kishore Kumar: A content based ranking for search engines in the IAENG proceedings of 2013
9. Shital C Patil, RR Keole: Content and usage based ranking for enhancing search engine delivery 2014 in volume 3 issue 7 International journal of Science and Research (IJSR)
15. Xiangi, Chen Ding: On QOS Based Ranking For Web Search in International Conference on Web Intelligence and Intelligent Agent technology 2008.

**Index Terms**

- Computer Science
- Algorithms

**Keywords**

Information retrieval, Content based ranking, Usage based ranking, Link based ranking, Web Mining, Page Rank Algorithms