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.

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**Index Terms**

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