Abstract

The objective of this paper is to propose a new ranking technique or algorithm for web page rank. Different search engines use various ranking algorithms for the ranking of the web pages. Web Page ranking algorithm works only on the web page repository or indexed pages to the search engine for ranking. In reality, search engines work in two phases one is crawling phase and another is ranking phase. This proposed Algorithm is based on the ranking phase. In this Paper purposed a new ranking algorithm which will be known as Content’s Weight Based Page Ranking Algorithm (CWPRA). This algorithm Calculate the Page Rank based upon the weight of contents which is related to user query. Hope this algorithm provide the best, accurate and sufficient data or information or matter to the user according to the need.

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**Index Terms**

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