Abstract

There may be a millions of web pages that include a particular words or specific phrases. However some of them will be more relevant and popular than others. Modern search engines apply methods of ranking the results to present the best results first after that just plain text searching. The main objective of this paper is to explain the various existing page ranking algorithms and the enhancement done to the standard page rank algorithm. The weighted page rank algorithm based on visits of links by user is enhanced and a new algorithm called Nascent Weighted Page Rank (NWPR) algorithm is proposed. The proposed algorithm considers the additional factor of weight due to outlinking pages in spite of weight due to inlinking pages and the visits of links by user in calculating the page rank. It is observed that the results of the proposed algorithm are comparable to the previously known algorithms. Also the value of page ranks of web pages computed by the NWPR is largely dependent on the value of d (damping factor).

**Index Terms**

Computer Science

Algorithms

**Keywords**
Page Rank, Weighted Page Rank, NWPR, Inlinks, Outlinks.