Abstract

The main objective of this paper is to evolve an Intelligent Model which can help organizations to restructure their website so that website structure can be refined and it becomes more efficient and user friendly. In order to reach the main goal web mining process, web mining algorithm are applied. These can help to suggest the possible changes in the design of the
website so that a common user feels much more comfortable in browsing the website. The data for this paper has been collected from a university website using a web crawler. Web mining algorithm are applied on the data so that possible changes can be suggested.

Reference

- Data Mining Techniques, Arun K. Pujari, Universities Press 2001

Index Terms

Computer Science
Web Design
**Key words**

- Web Mining Techniques
- Web Mining Process
- Web Mining
- Page Rank algorithm