Every day, more than three billion queries are performed on Google [1]. To take advantage of opportunities that you’re offered by the search engines, it is important for your website to achieve high rankings in search results, in order to reach a larger customer base, increasing its business in other regions (or countries). One goal of any business is to convert a maximum of Internet users into potential customers. ALGORITHM[2] links that allowed Google to be so successful and become what it is today! But how algorithm function to rank sites in terms of importance? What formulas are the basis for website ranking? The developers carry out tests and then draw conclusions. The purpose of this paper is to find a method (algorithm) which calculates the relevance of each page, we unveil parts of the code of the largest search engine in the world.

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Calculating Page Pertinence for Web Referencing: A New Approach

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off page. Googlebot