Abstract

It is becoming very difficult for the web search engines to provide relevant information to the users with the growth of the WWW. One of the Data Mining technique called Web mining is defined to extract the hidden information from the web documents and services. As per the information that is hidden, web mining can be divided into three different types: web content mining, web structure mining and web usage mining. The main application of web mining can be seen in the case of search engines. In order to rank their search results, they are using various page ranking algorithms that are either based on the content of the web pages or on the link structure of WWW. In this paper, a survey of page ranking algorithms based on both
content and link structure of the web page and comparison of some important algorithms in context of performance has been carried out.

References

- Dr. M. H. Dunham, 2002 Data Mining: Introductory and Advanced Topics, Prentice Hall.

Index Terms

Computer Science  Information Sciences
Keywords
WWW  Data Mining  Web Mining  Search Engine  Page Ranking.