Abstract

The main goal of information retrieval is to find the documents relevant to a user query. Before the Web came into existence, the retrieval algorithm in information retrieval systems were usually based on the analysis of the text in the document but the web changed it all. With the emergence of web, the concept of hypertext and hyperlinks came into existence. Typically, a link between two pages infers that either the content of web pages is good or the pages
might be similar. So, Link analysis plays an important role in search engines. It is being used in search engine for deciding which web pages to add to the collection of documents (i.e., which pages to crawl), to order the documents matching a user query (i.e., how to rank pages), to find degree of similarity between web pages etc. In this paper, a literature survey of existing link based algorithms for ranking web pages and finding similar pages to a given page in search engines is provided.

Reference


Index Terms

Computer Science

Ubiquitous Computing
### Key words

<table>
<thead>
<tr>
<th>Web Mining</th>
<th>Inlink</th>
<th>Outlink</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hub &amp; Authority weights</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Citation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3 / 3