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Jeh et al.

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(54) **PERSONALIZING ANCHOR TEXT SCORES IN A SEARCH ENGINE**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 543 days.

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(51) **Int. Cl.**
G06F 17/30 (2006.01)

(52) **U.S. Cl.** **707/7**; 707/3; 707/10; 715/501.1

(58) **Field of Classification Search** 707/7, 707/3, 10; 715/501.1
See application file for complete search history.

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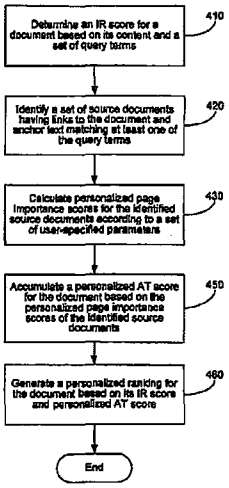
(57) **ABSTRACT**

A search engine identifies a list of documents from a set of documents in a database in response to a set of query terms. For each document in the list, the search engine determines an information retrieval score based on its content and the query terms, and also identifies a set of source documents that have links to the document and that also have anchor text satisfying a predefined requirement with respect to the query terms. The search engine calculates a personalized page importance score for each of the identified source documents according to a set of user-specific parameters and accumulates the personalized page importance scores to produce a personalized anchor text score for the document. The personalized anchor text score is then combined with the document's information retrieval score to generate a personalized ranking for the document. The documents are ordered according to their respective personalized rankings.

51 Claims, 6 Drawing Sheets



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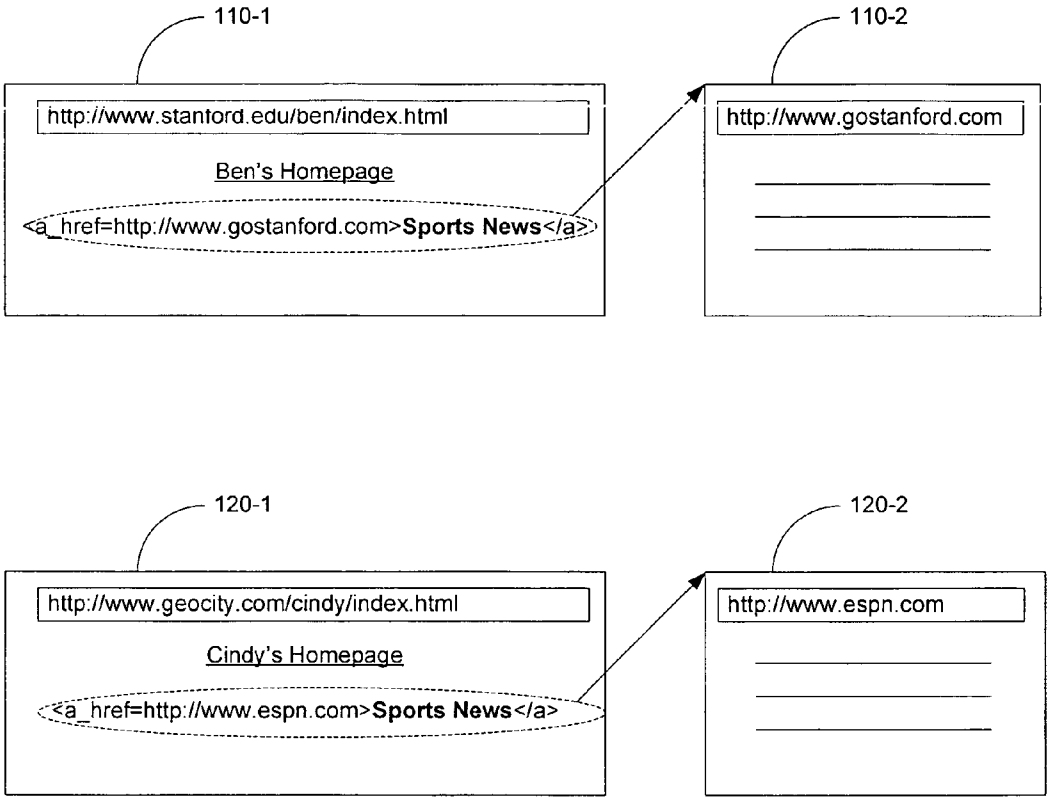

Fig. 1

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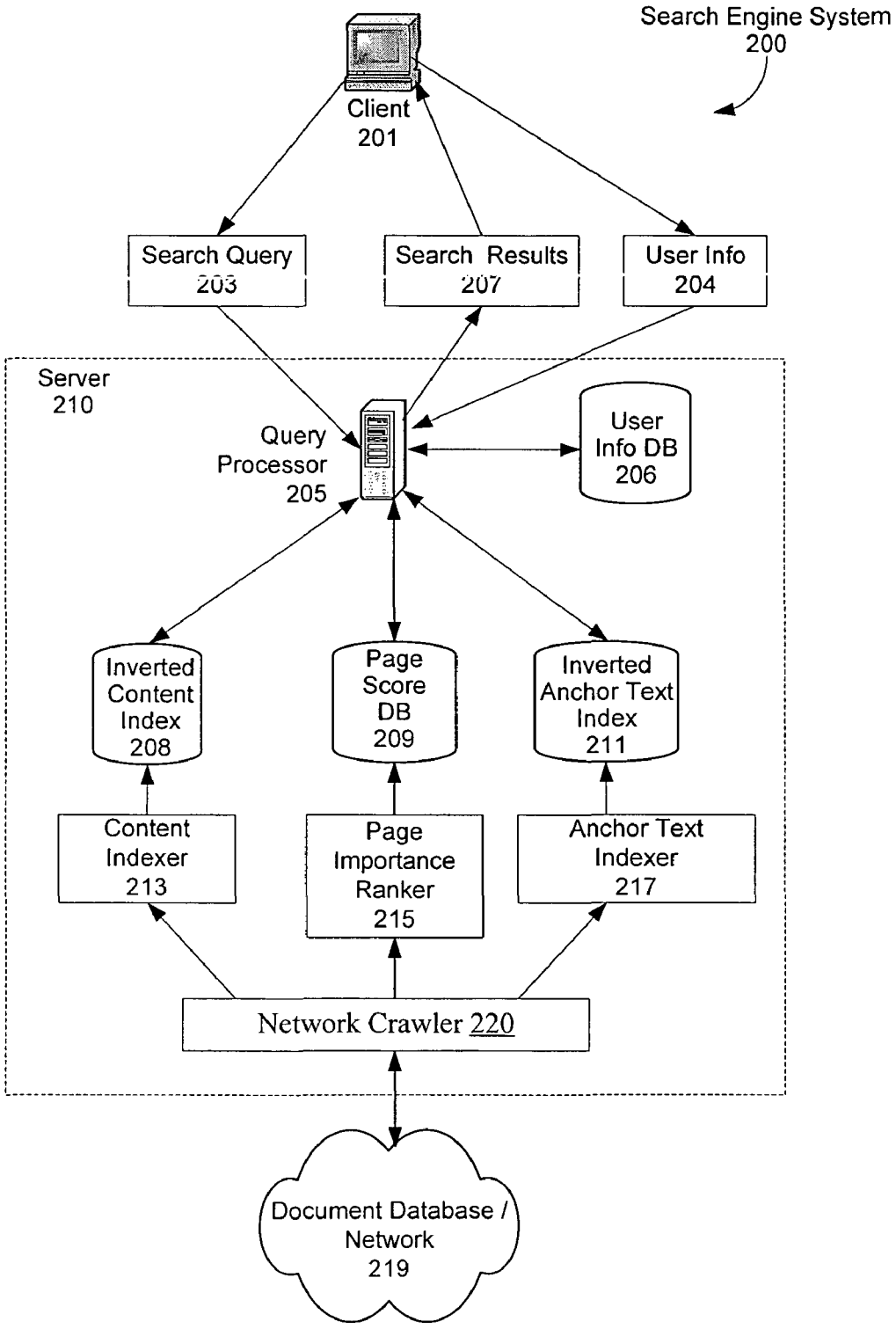

Fig. 2
(Prior Art)

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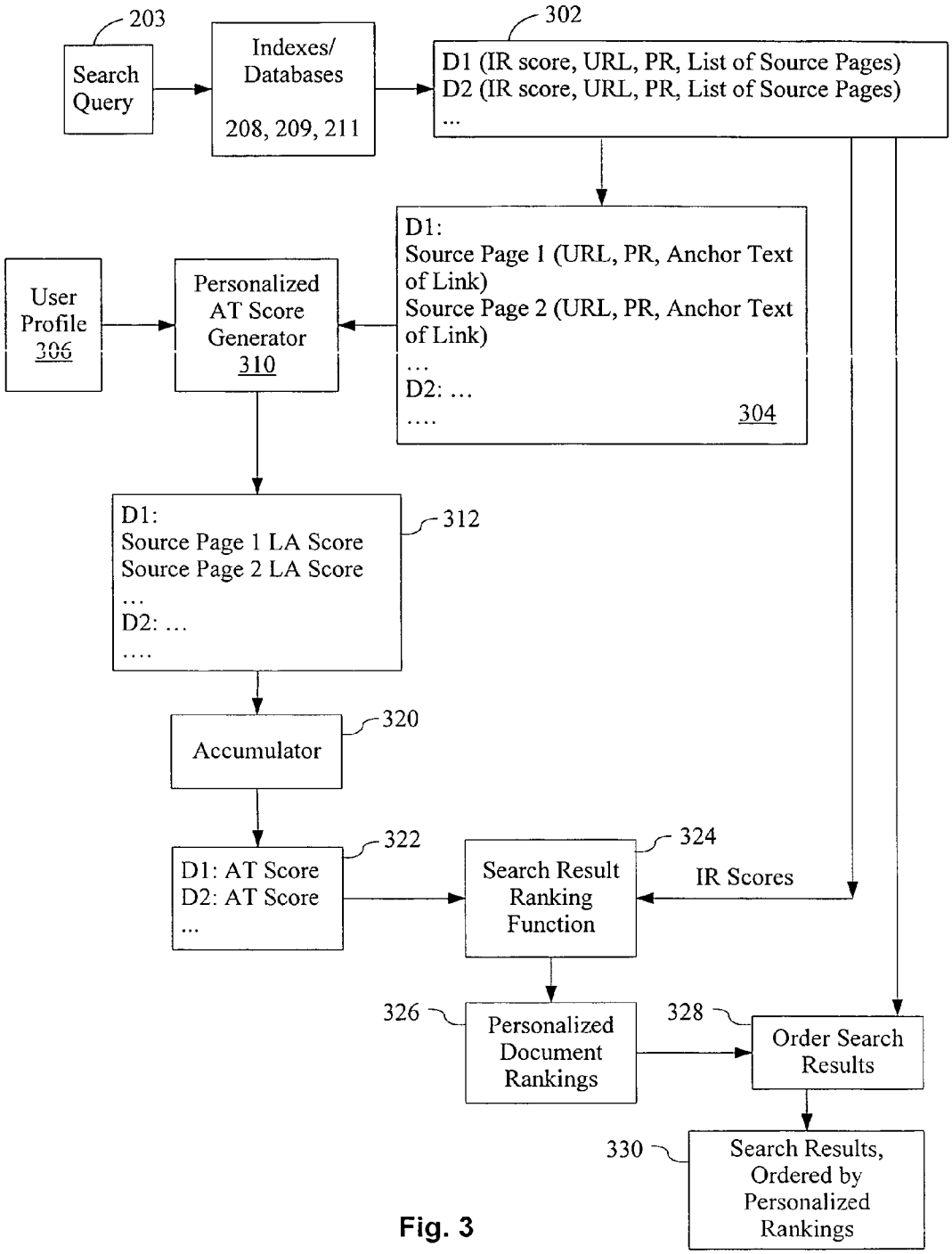

Fig. 3

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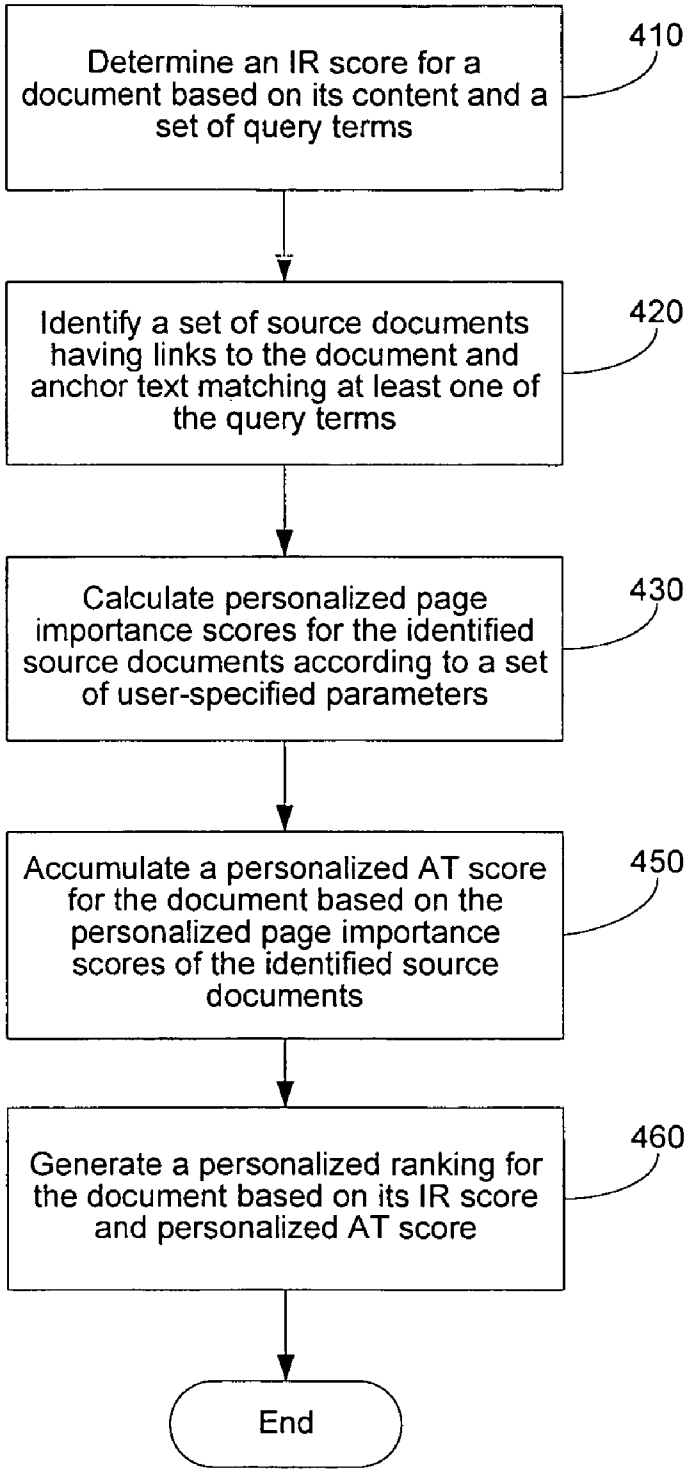

Fig. 4

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