

IMPROVE PAGE RANK ALGORITHM USING NORMALIZED TECHNIQUE

NIDHI K. CHITRODA¹ & KAMLESH M. PATEL²

¹M.Tech Student, Department of Computer Engineering, School of Engineering, R.K University, Kasturbadham, Tramba, Rajkot, Gujarat, India

²Associate Professor, School of Engineering, R.K University, Kasturbadham, Tramba, Rajkot, Gujarat, India

ABSTRACT

Search engine is one kind of software, which enlists data about web sites. All the major search engines such as Google, Yahoo, Ask, Bing, etc. compute rank of web-pages by using specific algorithm. Page Rank is one of many factors that determines where your web page appears in search result ranking, but if all other factors are equal, Page Rank can have significant impact on your Google rankings. PageRank is measured on a scale of one to ten and assigned to individual pages within a website, not the entire website. Page rank can be compute by iterative, algebraic or power method. In iterative technique of page rank computation, it takes large number of iterations and memory space which can be reduce. This paper discusses iterative technique for computing PageRank, with much reduced number of iterations. And proposed algorithm gives improvement in page rank according to number of back links.

KEYWORDS: SERP = Search Engine Results Page