

Study on Page Ranking Algorithms for Search Engine Optimization

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As the size of the World Wide Web increase and search engines play an important part for the retrieving information. Search Engines provide the gateway for users trying to explore information from web pages. The purpose of web search engines is to return web page lists that are relevant to the user query. The problem with web search relevance ranking is estimating the result list and its relevance with the user query. Since Search Engine Optimization (SEO) has become an important part of search engine marketing, the evolution of page rank algorithms have been focused on information retrieval research fields. In this paper, the top two algorithms namely, HITS and Page Rank algorithms have been reviewed and compared in this paper.