

COMP348 — Document Processing and the Semantic Web

Week 02 Lecture 2: Web Search

Diego Mollá

Department of Computer Science
Macquarie University

COMP348 2018H1

Programme

- 1 Crawling and Indexing the Web
- 2 Ranking the Search Results
- 3 Search Engine Optimisation

Reading

- Lecture Notes
- Tanase & Radu's Lecture on PageRank algorithm:
[http://www.math.cornell.edu/~mec/
Winter2009/RalucaRemus/Lecture3/lecture3.html](http://www.math.cornell.edu/~mec/Winter2009/RalucaRemus/Lecture3/lecture3.html)

Additional Resources

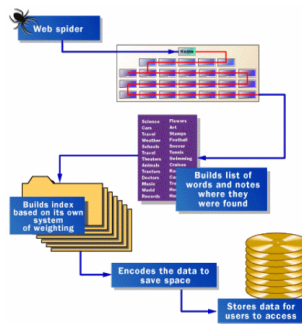
- Brin and Page (1998) — a seminal paper by the founders of Google.

Programme

- 1 Crawling and Indexing the Web
- 2 Ranking the Search Results
- 3 Search Engine Optimisation

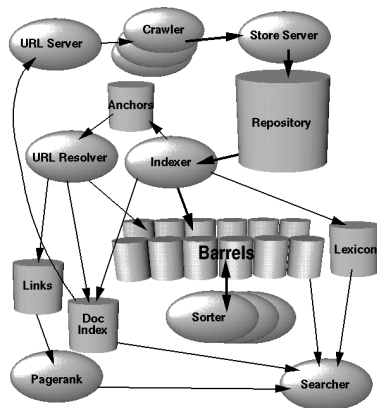
Crawling the Web

- Web search engines keep an off-line snapshot of the Web.
- This snapshot is created and maintained by crawlers.
- Crawlers (spiders, ants, ...) are programs that fetch Web pages.



Scaling to the Web

- Crawling and indexing a collection of documents on itself is not difficult.
- The challenge is to scale to the entire Web.
- Main Web search engines employ massive parallel processes for distributed crawling and indexing.



Programme

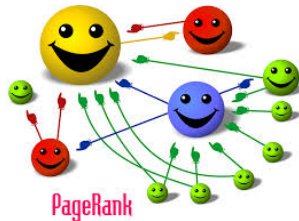
- 1 Crawling and Indexing the Web
- 2 Ranking the Search Results**
- 3 Search Engine Optimisation

Ranking Search Results

- Google's original search method was a simple Boolean search: "find all documents that contain all the query terms".
- A key innovation from Google was how to rank the results.
 - Another key innovation was how to scale up to the entire Web.
 - (Google's **real success** was how to monetise Web search but we won't go into that.)
- The PageRank algorithm determines the importance of a page regardless of the query.
- The importance of a page is determined by how well linked it is.

PageRank

- The Web can be seen as a graph.
- The nodes are the HTML pages, the edges are the hyperlinks.
- PageRank can be defined recursively.



Formula of PageRank

$$PR(A) = \frac{1 - d}{N} + d \left(\frac{PR(T_1)}{C(T_1)} + \dots + \frac{PR(T_n)}{C(T_n)} \right)$$

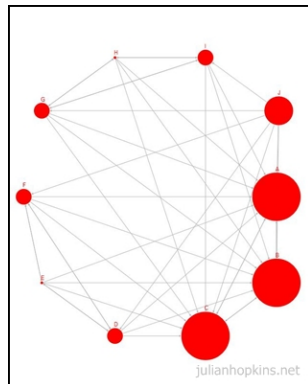
N = total number of documents;

T_i = page that links to A ;

$C(T_i)$ = outgoing links from page T_i .

PageRank and Random Walks

- The PageRank of a page is the probability of arriving at that page after a long sequence of random clicks.
- This “random surfer” will follow a link from a page with probability d : the “damping factor” (usually $d = 0.85$).
- The formula is a variant of the eigenvector centrality measure used in network analysis.



Computing PageRank

- PageRank can be computed iteratively.
- At first iteration, we assume all nodes have same weight $1/N$.
- We then apply the formula to spread the weights to the neighbours.
- Given that the inherent graph is very sparse, only a few iterations are needed to converge.

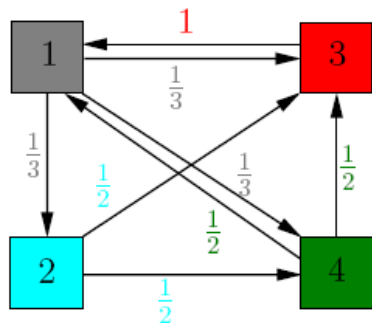
The Mathematics of Google Search

[http://www.math.cornell.edu/~mec/
Winter2009/RalucaRemus/Lecture3/lecture3.html](http://www.math.cornell.edu/~mec/Winter2009/RalucaRemus/Lecture3/lecture3.html)

The Transition Matrix of a Graph

We can express a graph as a matrix.

- Columns, rows: nodes.
- $\text{Cell}(j,i)$: weight of the edge from node i to node j .



$$A = \begin{pmatrix} 0 & 0 & 1 & \frac{1}{2} \\ \frac{1}{3} & 0 & 0 & 0 \\ \frac{1}{3} & \frac{1}{2} & 0 & \frac{1}{2} \\ \frac{1}{3} & \frac{1}{2} & 0 & 0 \end{pmatrix}$$

$A(j, i) = \frac{1}{C(i)}$ if there's a link from i to j .

Adding the Damping Factor

Adjusted Transition Matrix

$$M = d \cdot (A) + (1 - d) \cdot B$$

$$B = \frac{1}{4} \begin{pmatrix} 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 \\ 1 & 1 & 1 & 1 \end{pmatrix}$$

$(1 - d) \cdot B$ corresponds to the term $\frac{1-d}{N}$ in the PageRank formula:

$$PR(A) = \frac{1 - d}{N} + d \left(\frac{PR(T_1)}{C(T_1)} + \dots + \frac{PR(T_n)}{C(T_n)} \right)$$

Spreading the Weights

Using the transition matrix and an initial set of weights, we only need to iteratively multiply the matrix with the weights.

$$PR = M \cdot PR$$

Proof

$$\begin{aligned} PR(i) &= M(i, 1)PR(1) + M(i, 2)PR(2) + \dots \\ &= \left(\frac{1-d}{N} + d \cdot A(i, 1)\right)PR(1) + \\ &\quad \left(\frac{1-d}{N} + d \cdot A(i, 2)\right)PR(2) + \dots \\ &= \frac{1-d}{N} + d\left(\frac{PR(1)}{C(1)} + \frac{PR(2)}{C(2)} + \dots\right) \end{aligned}$$

(note that $PR(1) + PR(2) + \dots = 1$)

An Iteration in Python

```
>>> import numpy as np
>>> A = np.array([[0.,      0.,      1., 1./2.],
                  [1./3., 0.,      0., 0.],
                  [1./3., 1./2., 0., 1./2.],
                  [1./3., 1./2., 0., 0.]])
>>> M = 0.85*A + 0.15*(1./4.*np.ones((4,4)))
>>> PR = 1./4.*np.ones((4,1))
>>> PR = np.dot(M,PR)
>>> PR
array([[ 0.35625],
       [ 0.10833333],
       [ 0.32083333],
       [ 0.21458333]])
```

Iteration Until Convergence in Python I

Code

```
epsilon = 0.01
iterations = 0
PR = 1./4.*np.ones((4,1))
oldPR = np.zeros((4,1))
while max(np.abs(oldPR-PR)) > epsilon:
    oldPR = PR
    PR = np.dot(M,PR)
    iterations +=1
print "PR_after", iterations, " iterations:"
print PR
```

Iteration Until Convergence in Python II

Output

PR after 5 iterations:

```
[[ 0.36966846]
 [ 0.14289417]
 [ 0.28643227]
 [ 0.2010051 ]]
```


Programme

- 1 Crawling and Indexing the Web
- 2 Ranking the Search Results
- 3 Search Engine Optimisation**

Search Engine Optimisation

Search Engine Optimisation

Try to ensure that our favoured URL is ranked top against relevant searches.

- Many businesses aim at getting the top hit in relevant searches.
- They try to reverse-engineer the indexing and ranking methods of search engines.
- Search engines incorporate secret algorithms to prevent spamming search results.

Indexing

What information is indexed?

- 1 Most relevant words.
 - e.g. those with high tf.idf.
 - Depends on the internals of the search engine.
- 2 Words from the title.
- 3 Words from headings may be given more importance.

Spamming Techniques



- 1 Add words to the “keywords” and “description” meta tags.
- 2 Add words in hidden text of same colour as the background.

Ranking

How to improve ranking?

- 1 Ensure that your page is linked by others.
- 2 Ensure your page is listed by authoritative pages.

Link Farms



- A common technique to artificially increase the rank of your page is to exchange links with others.
- Link farms are clusters of heavily linked webpages.
- Search engines use algorithms to detect link farms.

General Tips for Improving Visibility of your Page I

From Google's Search Engine Optimization Starter Guide (2018):

<https://support.google.com/webmasters/answer/7451184>

- 1 Tell which pages shouldn't be crawled (e.g. using robots.txt).
- 2 Create unique, accurate page titles.
- 3 Use the "description" meta tag.
- 4 Use heading tags to emphasize important text.
- 5 Add [structured data markup](#).
 - We'll cover some of this in this unit.
- 6 Organize your site hierarchy.
- 7 Create a simple navigational page for users.
- 8 Simple URLs convey content information.
- 9 Make your site interesting and useful.

General Tips for Improving Visibility of your Page II

- 10 Know what your readers want (and give it to them).
- 11 Write good link text.
- 12 Be careful who you link to.
- 13 Combat comment spam with “nofollow”.
- 14 Use the “alt” attribute.
- 15 Make your site mobile-friendly.
- 16 Promote your website.
- 17 Analyze your search performance and user behaviour.

Take-home Messages

- 1 What is crawling? indexing? ranking?
- 2 What is the PageRank formula?
- 3 Implement PageRank in Python.
- 4 What are the general methods of Search Engine Optimisation?

What's Next

Week 3

- Introduction to Statistical Classification.

Reading

- NLTK Chapter 6.
- Manning et al. Chapter 14.