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**Cloud Computing for Data Analysis**

**VIDEO CASE 06: PageRank**

Watch following videos:

**Video 1:** <https://youtu.be/A4-yw07Ku1s>

**Video Case Questions:**

1. What is PageRank?

ANSWER:

* PageRank refers to the system and the algorithmic method that Google uses to rank web pages in its search engine.
* PageRank was named after Larry Page, one of the founders of Google.
* PageRank is a way of measuring the importance of website pages.
* PageRank works by counting the number and quality of links to a page to determine a rough estimate of how important the website is.

1. What are all factors we need to consider for calculating a web page’s PageRank score?

ANSWER:

Factors needed to calculate Page Rank score are:

* The number of inbound links to the webpage.
* The number of outbound links to the webpages.
* The page’s longevity on the web.
* The time users spend on the site.
* Quality of web content.

1. When does a PageRank of a web page goes high?

ANSWER:

* A page that is linked to by many pages with high PageRank receives a high rank itself.
* If the number of inbound links are high.
* If the content is updated regularly.
* If the number of important keywords are high.