



Google Page Rank Algorithm

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AGENDUM

- Facts
- Understanding PageRank
- Simple Calculation of PageRank
- Analysis of PageRank Algorithm
- Case Discussion
- Practical Implementation
- References

FACTS

Page Rank :

- Developed by Larry Page and Sergey Brin in 1998
- Trademark of Google
- Patented by Stanford University
- Back bone of Google Search Technology

UNDERSTANDING PAGERANK

Page Rank Technology :-

- Ranks pages based on the number of other pages that link to it
- Gives an indication of the relative importance of a page.
- Hence, an appropriate SERP listing
- Calculated by nature and number of back links
- Scale : 0 – 10 (Google toolbar shows it)

www.toolbar.google.com

PageRank



Definition of Page Rank

“We assume page A has pages $T1 \dots Tn$ which point to it (i.e., are citations). The parameter d is a damping factor which can be set between 0 and 1. We usually set d to 0.85. Also $C(A)$ is defined as the number of links going out of page A.

The PageRank of a page A is given as follows:

$$PR(A) = (1-d) + d (PR(T1)/C(T1) + \dots + PR(Tn)/C(Tn))$$

Note that the PageRanks form a probability distribution over web pages, so the sum of all web pages, PageRanks will be one”

CALCULATING PAGE RANK

DEFINITION OF TERMS



- **PR:** Shorthand for PageRank: the actual, real, page rank for each page as calculated by Google
- **Toolbar PR:** The PageRank displayed in the Google toolbar in your browser. This ranges from 0 to 10.

PageRank



- **Back link:** If page A links out to page B, then page B is said to have a “back link” from page A.

Toolbar PageRank (log base 10)

Real PageRank

0

0 - 10

1

10 - 100

2

100 - 1,000

3

1,000 - 10,000

4

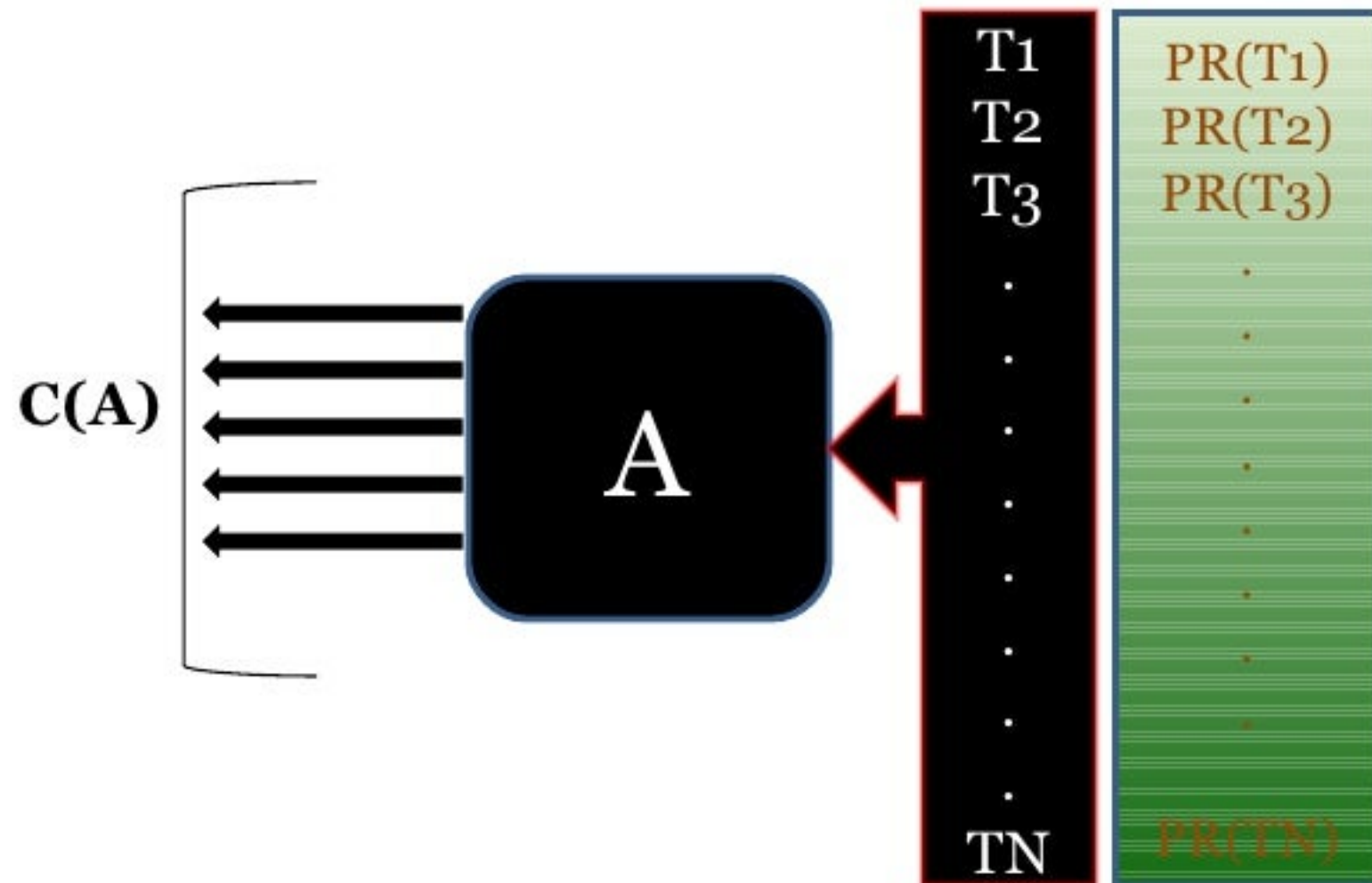
10,000 - 100,000

5

and so on...

- ✘ We, shall be calculating Real PR here.
- ✘ Toolbar PR is just an indication

CALCULATION OF PAGERANK



The PageRank of a page A is given as follows:

$$PR(A) = (1-d) + d (PR(T1)/C(T1) + \dots + PR(Tn)/C(Tn))$$

$$\text{PR}(A) = (1-d) + d (\text{PR}(T1)/C(T1) + \dots + \text{PR}(Tn)/C(Tn))$$

- The PR of each page depends on the PR of the pages pointing to it.
- We won't know what PR those pages have until the pages pointing to them have their PR calculated
 -and so on
- Remember Chicken-Egg Story !!

Seems impossible to do this calculation!



*Who came first ?
Chicken Or Egg ?*

BUT

THERE IS A SOLUTION

- PageRank can be calculated using a **simple iterative algorithm**.
- It means,
We can calculate a page's PR **without knowing** the final value of the PR of the other pages...

What we need to do :-

- Remember the each value we calculate
- Repeat the calculations lots of times

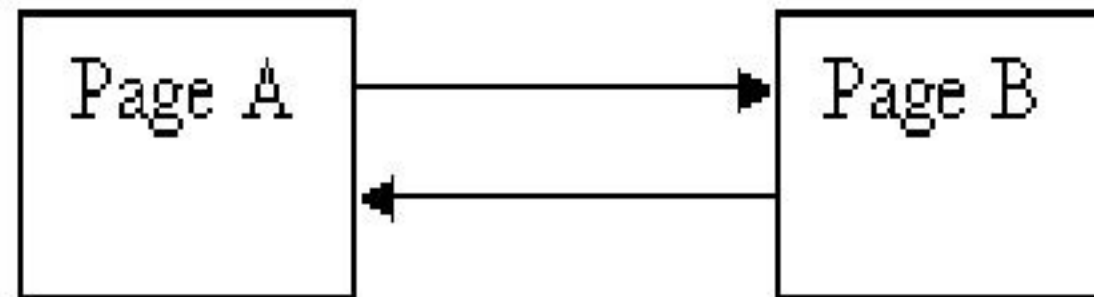
HOW MANY
TIMES ?

Until
the numbers
stop *changing* much.

i don't know...



Lets Learn
By
Examples !



$$C(A) = 1 \text{ and } C(B) = 1$$

Let, us assume that $PR = 1.0$ & $d = 0.85$ (by theory !!)

$$PR(A) = (1 - d) + d(PR(B)/1)$$

$$PR(B) = (1 - d) + d(PR(A)/1)$$

i.e.

$$PR(A) = 0.15 + 0.85 * 1 = 1$$

$$PR(B) = 0.15 + 0.85 * 1 = 1$$

The numbers aren't changing at all ! We made a lucky guess !!

OK

BUT WHY SHOULD I ASSUME,

$PR = 1$?

WHAT IF NOT ?

So, Lets Start with $PR=0$

$$PR(A) = 0.15 + 0.85 * 0 = 0.15$$

$$PR(B) = 0.15 + 0.85 * 0.15 = 0.2775$$

Again,

$$PR(A) = 0.15 + 0.85 * 0.2775 = 0.385875$$

$$PR(B) = 0.15 + 0.85 * 0.385875 = 0.47799375$$

And again

$$PR(A) = 0.15 + 0.85 * 0.47799375 = 0.5562946875$$

$$PR(B) = 0.15 + 0.85 * 0.5562946875 = 0.622850484375$$

Inference : PR approaches 1

OK.. OK..

HOW CAN YOU SAY THAT

PR WON'T CROSS 1?

NO.. IT WONT

LET'S SEE HOW !

Let us assume : $PR(A) = 40$, $PR(B) = 40$

First calculation :

$$PR(A) = 0.15 + 0.85 * 40 = 34.15$$

$$PR(B) = 0.15 + 0.85 * 34.15 = 29.1775$$

And again :

$$PR(A) = 0.15 + 0.85 * 29.1775 = 24.950875$$

$$PR(B) = 0.15 + 0.85 * 24.950875 = 21.35824375$$

..... *PR will approach and settle down @ 1*

CODE FOR PR



```
#!/usr/bin/perl
print "Content-Type: text/html\n\n<pre>\n";
$damp = 0.85;
$a = 0; $b = 0;
$i = 40; # loop 40 times
# forward links
# a -> b - 1 outgoing link
# b -> a - 1 outgoing link

# i.e. "backward" links (what's pointing to me?)
# a <= b
# b <= a

print "I've rounded to 5 decimal places to make the output easier to read\n";

while ($i--) {
    printf("a: %.5f b: %.5f\n", $a, $b);
    $a = (1 - $damp) + $damp * ($b);
    $b = (1 - $damp) + $damp * ($a);
}
printf("Average pagerank = %.4f\n", ($a + $b) / 2);
```

a: 0.00000 b:
0.00000
a: 0.15000 b:
0.27750
a: 0.38588 b:
0.47799
a: 0.55629 b:
0.62285
a: 0.67942 b:
0.72751
a: 0.76838 b:
0.80313
a: 0.83266 b:
0.85776
a: 0.87909 b:
0.89723
a: 0.91265 b:
0.92575
a: 0.93689 b:
0.94635
a: 0.95440 b:
0.96124
a: 0.96705 b:
0.97200
a: 0.97620 b:
0.97977
a: 0.98280 b:
0.98538
a: 0.98757 b:
0.98944
a: 0.99102 b:
0.99237
a: 0.99351 b:
0.99449
a: 0.99531 b:
0.99602
a: 0.99661 b:
0.99712

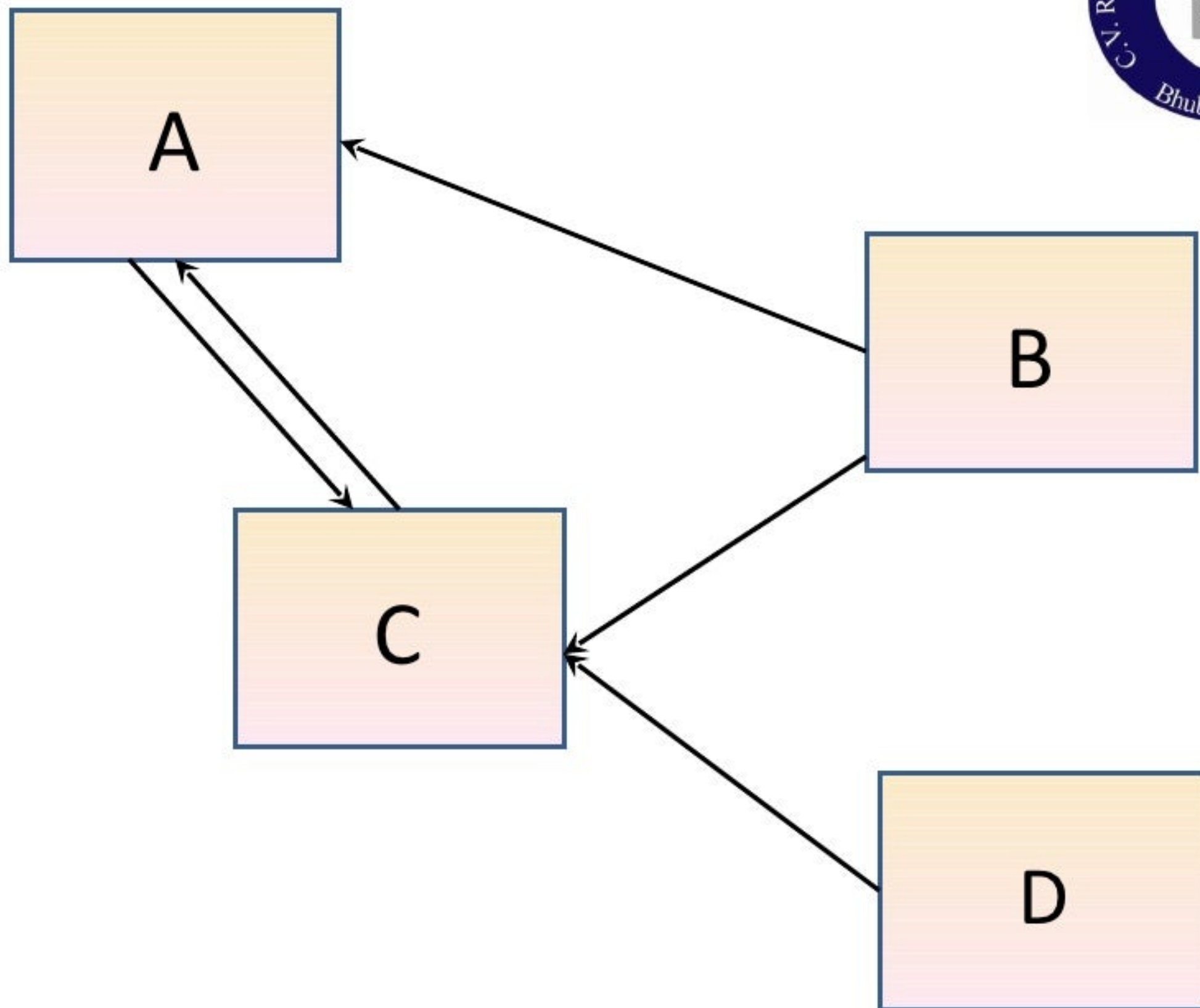
.....executing
a: 0.99823 b:
0.99850
a: 0.99872 b:
0.99891
a: 0.99908 b:
0.99922
a: 0.99933 b:
0.99943
a: 0.99952 b:
0.99959
a: 0.99965 b:
0.99970
a: 0.99975 b:
0.99979
a: 0.99982 b:
0.99985
a: 0.99987 b:
0.99989
a: 0.99991 b:
0.99992
a: 0.99993 b:
0.99994
a: 0.99995 b:
0.99996
a: 0.99996 b:
0.99997
a: 0.99997 b:
0.99998
a: 0.99998 b:
0.99998
a: 0.99999 b:
0.99999
a: 0.99999 b:
0.99999
a: 0.99999 b:
0.99999
a: 0.99999 b:
1.00000

Average pagerank = 0.99999

PRINCIPLE



- It doesn't matter where we start our guess !
- Once the PageRank calculations have settled down: the “*normalized probability distribution*” (the average PageRank for all pages) will be 1.0



CODE FOR GETTING PR



```
#!/usr/bin/perl
print "Content-Type: text/html\n\n<pre>\n";
$damp = 0.85;
$norm = 1 - $damp;
$a = 0;
$b = 0;
$c = 0;
$d = 0;
$i = 40; # loop 40 times
# forward links
# a -> b, c - 2 outgoing links
# b -> c - 1 outgoing link
# c -> a - 1 outgoing link
# d -> a - 1 outgoing link
# i.e. "backward" links (what's pointing to me?)
```

```
# a <= c
# b <= a
# c <= a, b, d
# d ≠ nothing
```

```
while ($i--) {
    printf (
        "a: %5f b: %5f c: %5f d: %5f\n",
        $a, $b, $c, $d
    );
    $a = $norm + $damp * $c;
    $b = $norm + $damp * ($a/2);
    $c = $norm + $damp * ($a/2 + $b + $d);
    $d = $norm;
}
printf ("Average pagerank = %4f\n", ($a + $b + $c + $d) /
4);
```

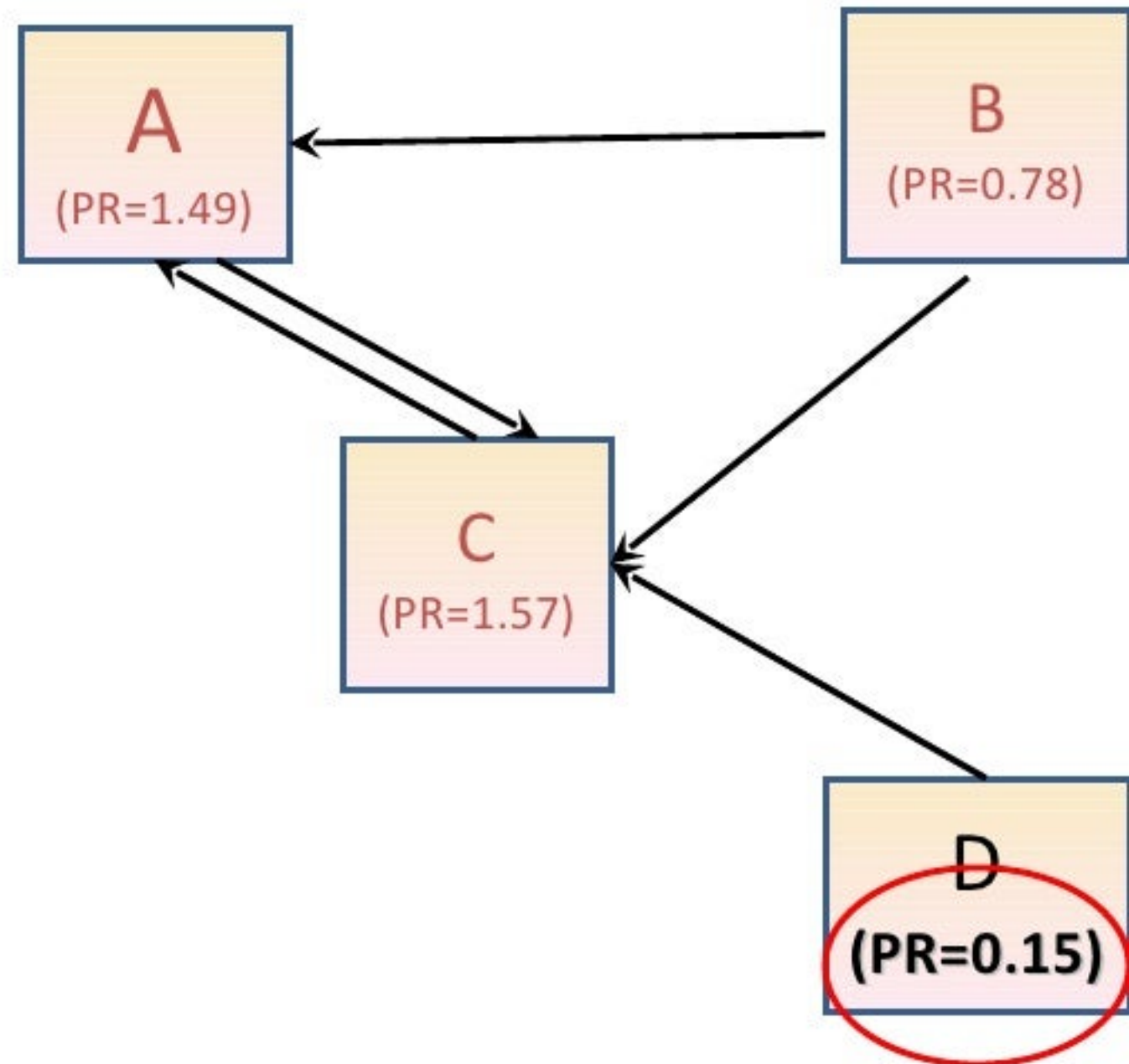
a: 0.00000 b: 0.00000 c: 0.00000 d: 0.00000
a: 0.15000 b: 0.21375 c: 0.39544 d: 0.15000
a: 0.48612 b: 0.35660 c: 0.78721 d: 0.15000
a: 0.81913 b: 0.49813 c: 1.04904 d: 0.15000
a: 1.04169 b: 0.59272 c: 1.22403 d: 0.15000
a: 1.19042 b: 0.65593 c: 1.34097 d: 0.15000
a: 1.28982 b: 0.69818 c: 1.41912 d: 0.15000
a: 1.35626 b: 0.72641 c: 1.47136 d: 0.15000
a: 1.40065 b: 0.74528 c: 1.50626 d: 0.15000
a: 1.43032 b: 0.75789 c: 1.52959 d: 0.15000
a: 1.45015 b: 0.76632 c: 1.54518 d: 0.15000
a: 1.46341 b: 0.77195 c: 1.55560 d: 0.15000
a: 1.47226 b: 0.77571 c: 1.56257 d: 0.15000
a: 1.47818 b: 0.77823 c: 1.56722 d: 0.15000
a: 1.48214 b: 0.77991 c: 1.57033 d: 0.15000
a: 1.48478 b: 0.78103 c: 1.57241 d: 0.15000
a: 1.48655 b: 0.78178 c: 1.57380 d: 0.15000
a: 1.48773 b: 0.78228 c: 1.57473 d: 0.15000
a: 1.48852 b: 0.78262 c: 1.57535 d: 0.15000
a: 1.48904 b: 0.78284 c: 1.57576 d: 0.15000

a: 1.48940 b: 0.78299 c: 1.57604 d: 0.15000
a: 1.48963 b: 0.78309 c: 1.57622 d: 0.15000
a: 1.48979 b: 0.78316 c: 1.57635 d: 0.15000
a: 1.48990 b: 0.78321 c: 1.57643 d: 0.15000
a: 1.48997 b: 0.78324 c: 1.57649 d: 0.15000
a: 1.49001 b: 0.78326 c: 1.57652 d: 0.15000
a: 1.49004 b: 0.78327 c: 1.57655 d: 0.15000
a: 1.49007 b: 0.78328 c: 1.57656 d: 0.15000
a: 1.49008 b: 0.78328 c: 1.57657 d: 0.15000
a: 1.49009 b: 0.78329 c: 1.57658 d: 0.15000
a: 1.49009 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49011 b: 0.78329 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000

Average pagerank = 1.0000

..... just graphically representing it !

Its okay if A, B, C have Page Ranks, But how come D has ?
It has got no in bound links !!



a: 1.48940 b: 0.78299 c: 1.57604 d: 0.15000
a: 1.48963 b: 0.78309 c: 1.57622 d: 0.15000
a: 1.48979 b: 0.78316 c: 1.57635 d: 0.15000
a: 1.48990 b: 0.78321 c: 1.57643 d: 0.15000
a: 1.48997 b: 0.78324 c: 1.57649 d: 0.15000
a: 1.49001 b: 0.78326 c: 1.57652 d: 0.15000
a: 1.49004 b: 0.78327 c: 1.57655 d: 0.15000
a: 1.49007 b: 0.78328 c: 1.57656 d: 0.15000
a: 1.49008 b: 0.78328 c: 1.57657 d: 0.15000
a: 1.49009 b: 0.78329 c: 1.57658 d: 0.15000
a: 1.49009 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49010 b: 0.78329 c: 1.57659 d: 0.15000
a: 1.49011 b: 0.78329 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000
a: 1.49011 b: 0.78330 c: 1.57660 d: 0.15000

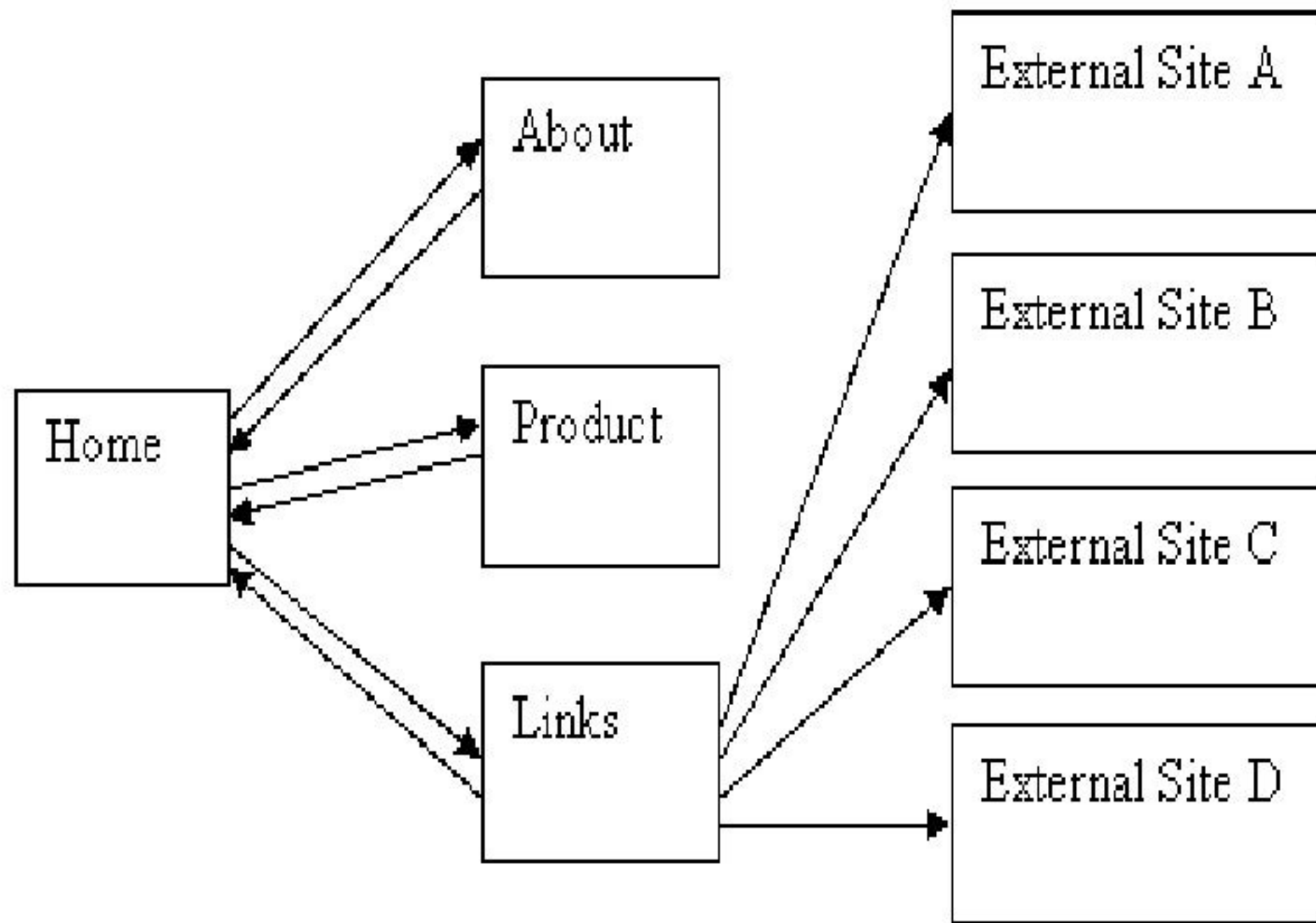
Let's revisit the basic equation :

- $PR(A) = (1-d) + d (PR(T1)/C(T1) + \dots + PR(Tn)/C(Tn))$
- So, for Page D, no back links means the equation looks like this:
 $PR(A) = (1-d) + d * (0) = 0.15$
- *Every page has at least a PR of 0.15 to share out.*



A

Sample Case....



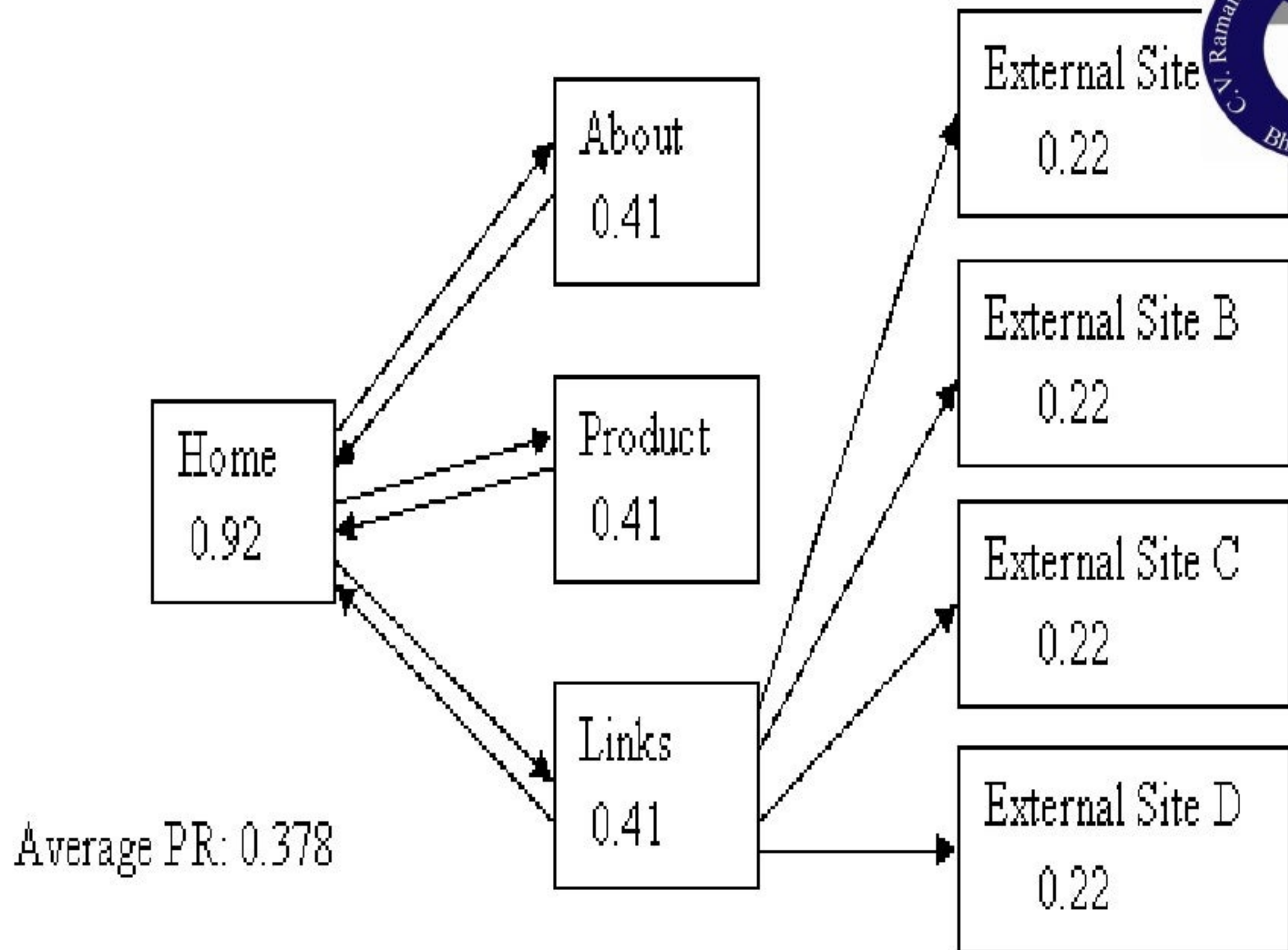
```
#!/usr/bin/perl
print "Content-Type: text/html\n\n<pre>\n";
$damp = 0.85;
$a = $b = $c = $d = $e = $f = $g = $h = 0;
$i = 40; # loop 40 times
# forward links
# a -> b, c, d      - 3 outgoing links      - home
# b -> a           - 1 outgoing link        - about
# c -> a           - 1 outgoing link        - products
# d -> a, e, f, g, h - 5 outgoing links      - links
# e, f, g, h       - nothing                - external sites
# i.e. "backward" links (what's pointing to me?)
# a <= b, c, d
# b, c, d <= a
# e, f, g, h <= d
while($i--){
    print

    ("a: %5f b: %5f c: %5f d: %5f e: %5f f: %5f g: %5f h: %5f\n",
    $a, $b, $c, $d, $e, $f, $g, $h
    );
    $a = 1 - $damp + $damp * ($b + $c + $d / 5);
    $b = 1 - $damp + $damp * ($a / 3);
    $c = 1 - $damp + $damp * ($a / 3);
    $d = 1 - $damp + $damp * ($a / 3);
    $e = $f = $g = $h = 1 - $damp + $damp * ($d / 5);
}
print
("Average pagerank = %4f\n", ($a + $b + $c + $d + $e + $f + $g + $h) / 8);
```


a: 0.00000 b: 0.00000 c: 0.00000 d: 0.00000 e: 0.00000 f: 0.00000 g: 0.00000 h: 0.00000
a: 0.15000 b: 0.19250 c: 0.19250 d: 0.19250 e: 0.18273 f: 0.18273 g: 0.18273 h: 0.18273
a: 0.50998 b: 0.29449 c: 0.29449 d: 0.29449 e: 0.20006 f: 0.20006 g: 0.20006 h: 0.20006
a: 0.70070 b: 0.34853 c: 0.34853 d: 0.34853 e: 0.20925 f: 0.20925 g: 0.20925 h: 0.20925
a: 0.80176 b: 0.37716 c: 0.37716 d: 0.37716 e: 0.21412 f: 0.21412 g: 0.21412 h: 0.21412
a: 0.85530 b: 0.39233 c: 0.39233 d: 0.39233 e: 0.21670 f: 0.21670 g: 0.21670 h: 0.21670
a: 0.88366 b: 0.40037 c: 0.40037 d: 0.40037 e: 0.21806 f: 0.21806 g: 0.21806 h: 0.21806
a: 0.89869 b: 0.40463 c: 0.40463 d: 0.40463 e: 0.21879 f: 0.21879 g: 0.21879 h: 0.21879
a: 0.90666 b: 0.40689 c: 0.40689 d: 0.40689 e: 0.21917 f: 0.21917 g: 0.21917 h: 0.21917
a: 0.91088 b: 0.40808 c: 0.40808 d: 0.40808 e: 0.21937 f: 0.21937 g: 0.21937 h: 0.21937
a: 0.91311 b: 0.40872 c: 0.40872 d: 0.40872 e: 0.21948 f: 0.21948 g: 0.21948 h: 0.21948
a: 0.91430 b: 0.40905 c: 0.40905 d: 0.40905 e: 0.21954 f: 0.21954 g: 0.21954 h: 0.21954
a: 0.91493 b: 0.40923 c: 0.40923 d: 0.40923 e: 0.21957 f: 0.21957 g: 0.21957 h: 0.21957
a: 0.91526 b: 0.40932 c: 0.40932 d: 0.40932 e: 0.21958 f: 0.21958 g: 0.21958 h: 0.21958
a: 0.91543 b: 0.40937 c: 0.40937 d: 0.40937 e: 0.21959 f: 0.21959 g: 0.21959 h: 0.21959
a: 0.91553 b: 0.40940 c: 0.40940 d: 0.40940 e: 0.21960 f: 0.21960 g: 0.21960 h: 0.21960
a: 0.91558 b: 0.40941 c: 0.40941 d: 0.40941 e: 0.21960 f: 0.21960 g: 0.21960 h: 0.21960
a: 0.91560 b: 0.40942 c: 0.40942 d: 0.40942 e: 0.21960 f: 0.21960 g: 0.21960 h: 0.21960
a: 0.91562 b: 0.40942 c: 0.40942 d: 0.40942 e: 0.21960 f: 0.21960 g: 0.21960 h: 0.21960
a: 0.91562 b: 0.40943 c: 0.40943 d: 0.40943 e: 0.21960 f: 0.21960 g: 0.21960 h: 0.21960

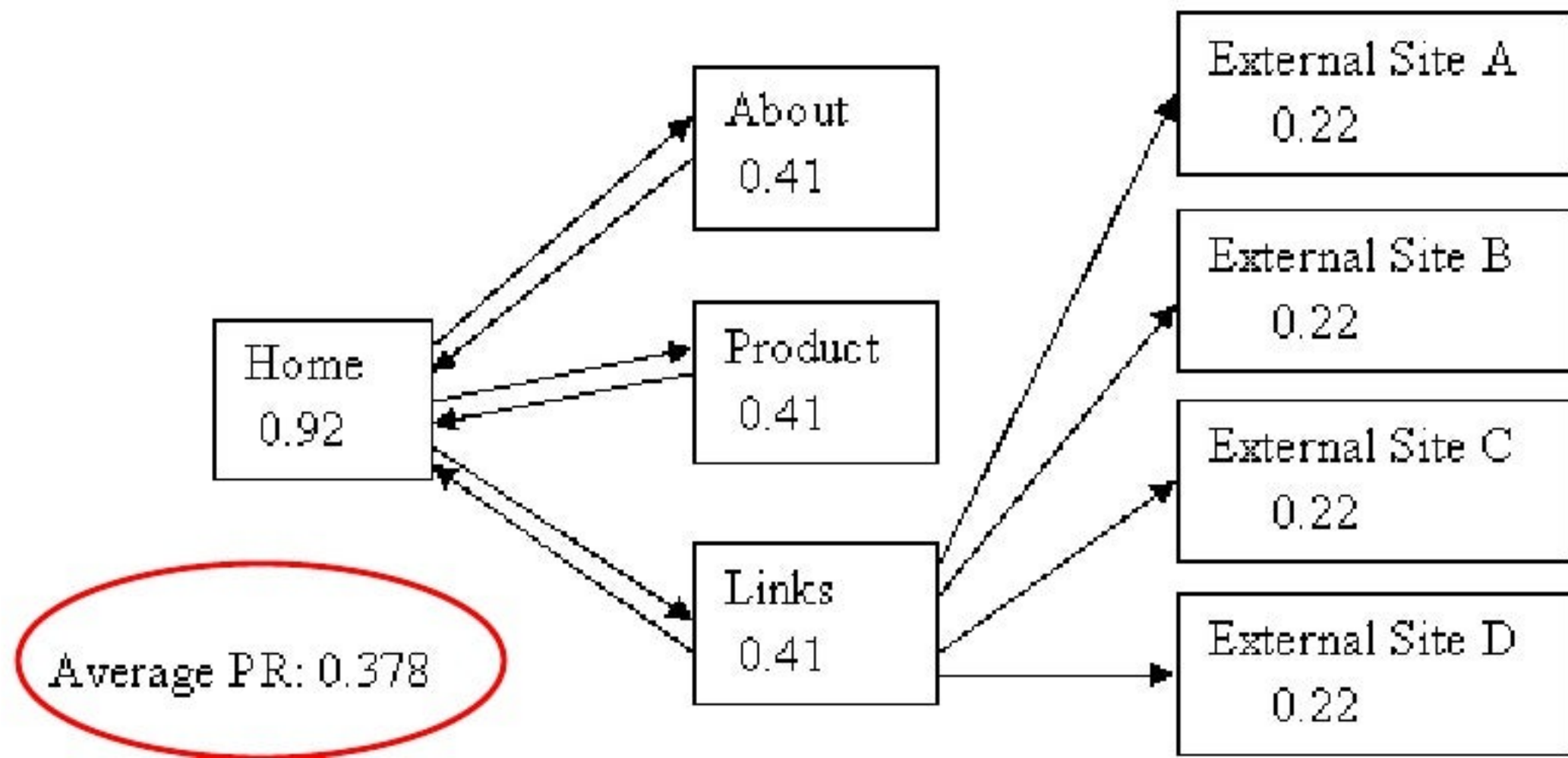
[illegible]

Average pagerank = 0.3778



❑ The home page has the highest PR –
.....after all, it has the most incoming

❑ But what's happened to the average?
It's only 0.378!!!

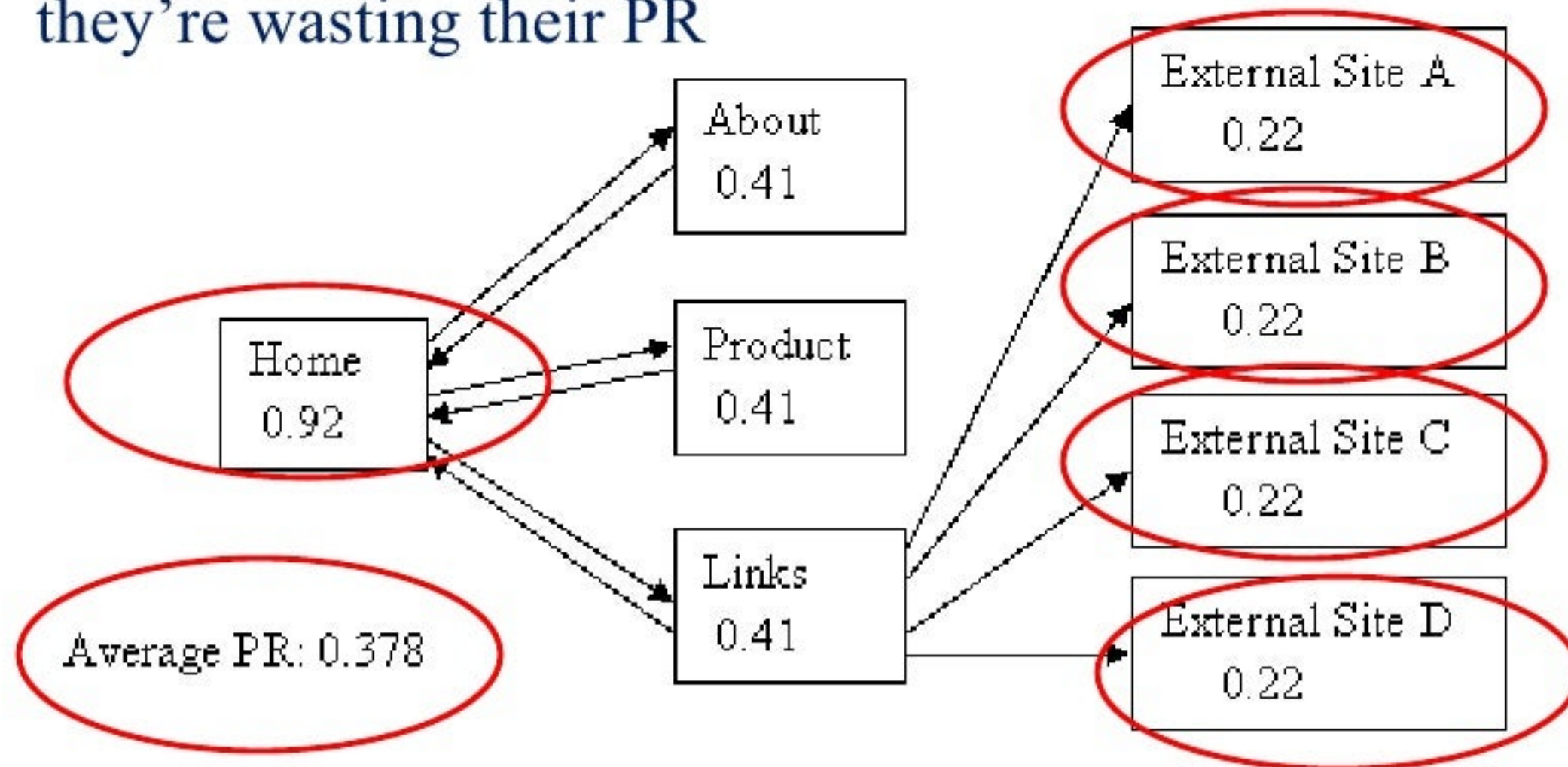


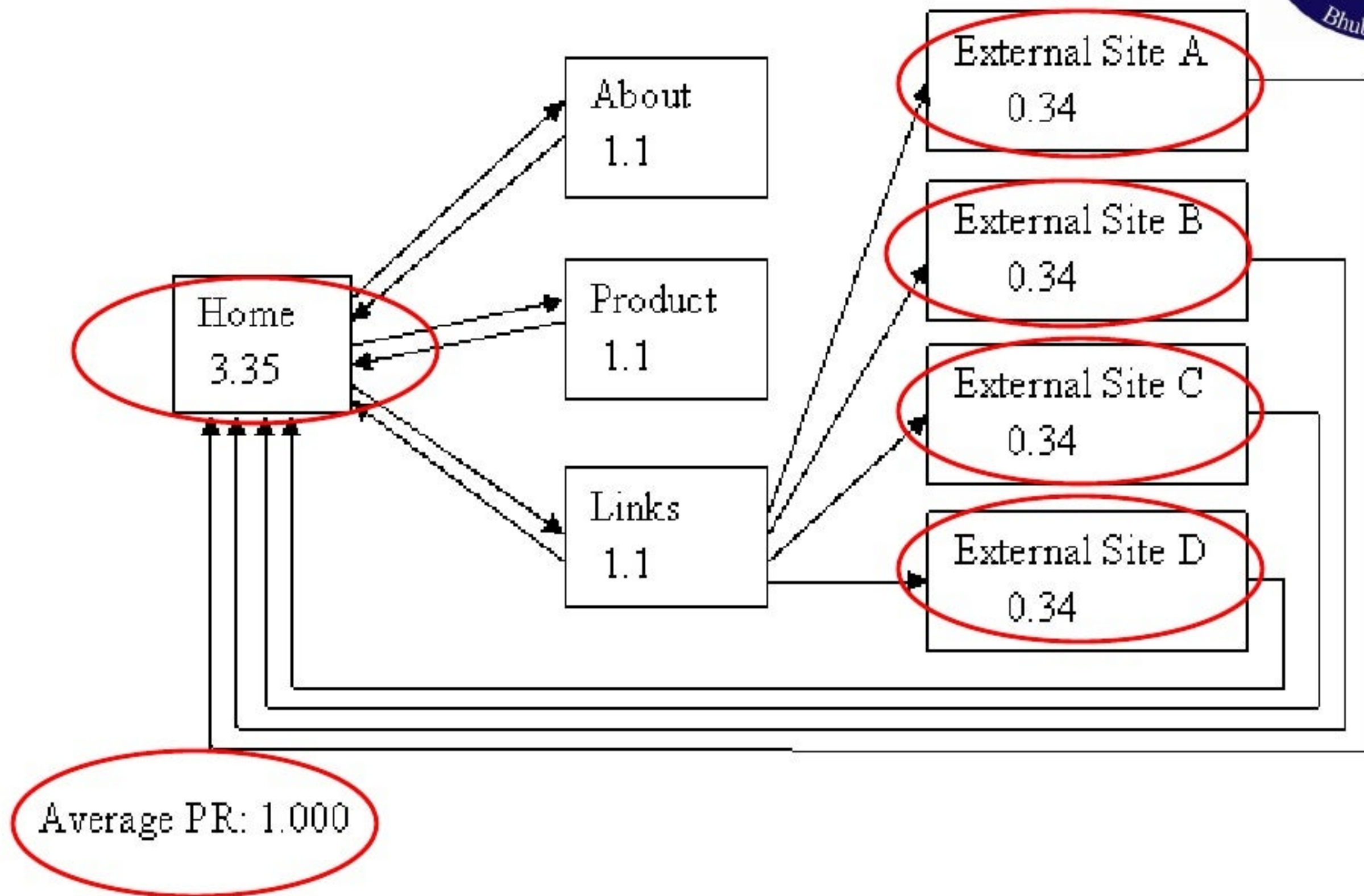
Well,
Everything is just
fine !!

Lets, take a look at the
"external site" pages -

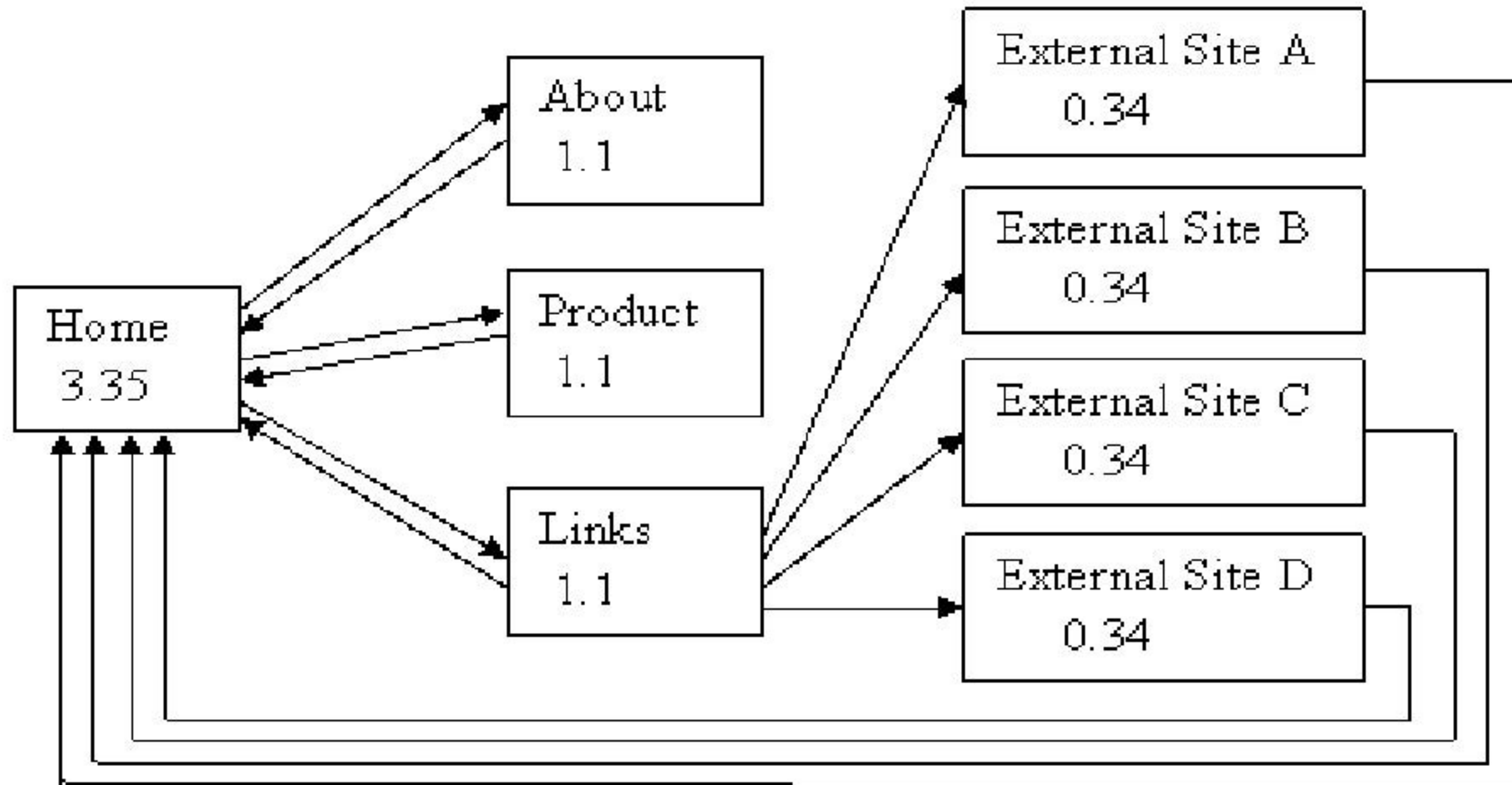
What's happening to their PageRank?

- They're not passing it on, they're not voting for anyone, they're wasting their PR





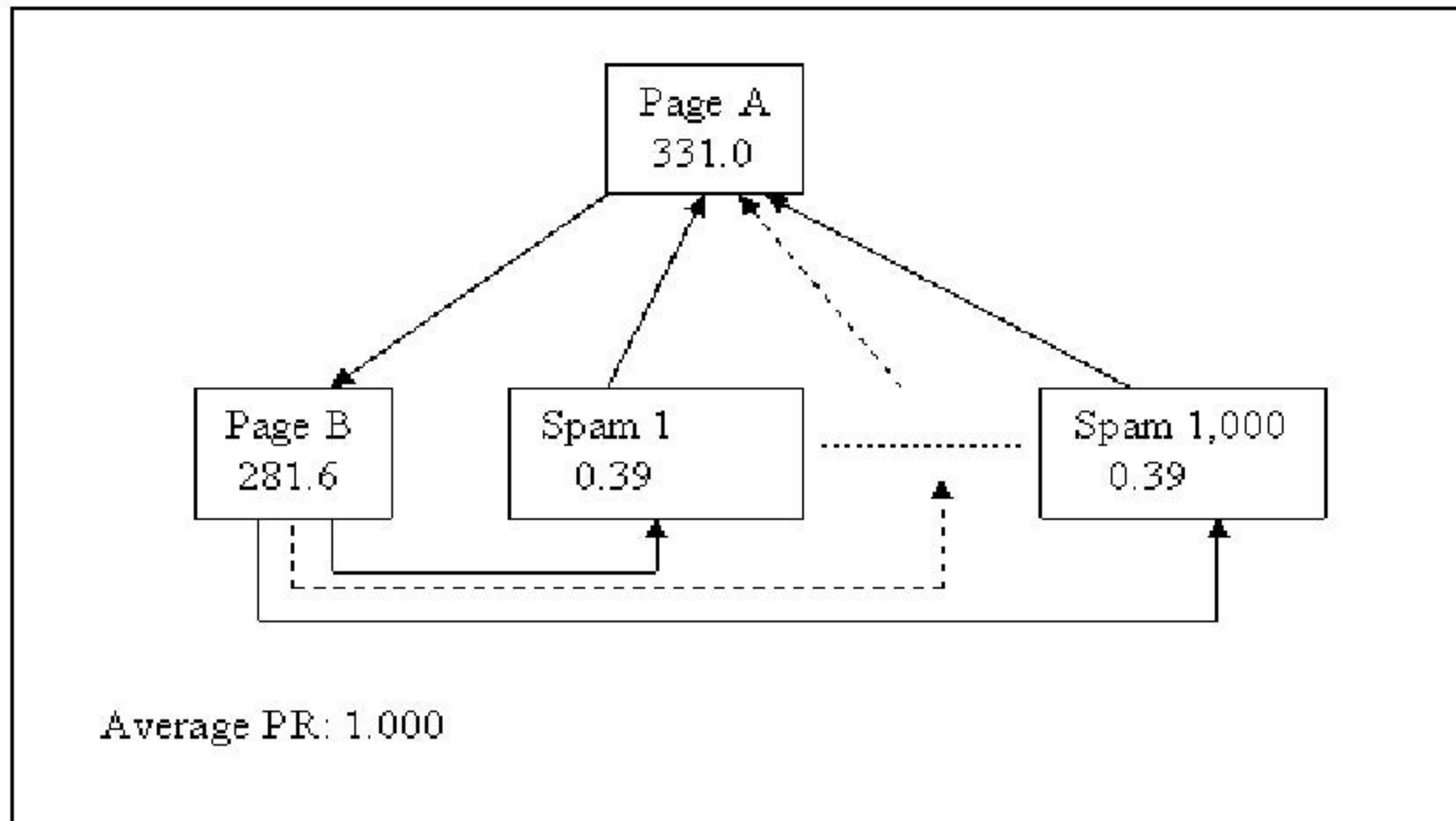
- ❑ That's better - It does work after all!
- ❑ And look at the PR of our home page!
- ❑ All those incoming links sure make a difference



Average PR: 1.000



Just as an experiment, let's see if we can get 1,000 pages pointing to our home page, but only have one link leaving it...



Yes, those spam pages are pretty worthless but they sure add up!

OBSERVATION

- Regardless, the number of pages, **average PR will always be 1.0 at best.**
- But a hierarchical layout can strongly concentrate votes, and therefore pump the PR into the home page!



- It is a technique used by some disreputable sites (mostly adult content sites).
- But its **not advisable** anyway !!
- If Google's robots decide you're doing this..



YOU'RE BANNED

PEEP IN

MY THOUGHTS, MY STAND POINTS AND MY CONFESSIONS

Sep 24, 2008

WHY DO YOU READ THIS ?

It was last night, a very good friend of mine asked me : What makes you blog?

I didn't riposte anything (usually I don't entertain interrogation at wee hours of night, unless the inquisitor were a cop and left me with no other choice, but to speak).

While I was moderating my recent comments formerly, the question struck back to me calling for a comprehensive justification of this blogging habit. I had the reason with me, but I never knew it until I was asked this question.

My habit of blogging is a trivial outcome of some my clandestine contemplations, that were occult since the days I realised my existance. I have been a person who speaks in 'n' different ways to 'n' number of people. Most of the people around me have a illusion that I am open. Yes, I am. Still its an illusion. And while I am saying this, I must make it clear that they have seen what I have shown them, and not what is there to see in me. I say what people are happy to hear. I am not so fanatic about

My Bio



Omkar Dash

I have self-indulgent way of looking at life and reality. Its difficult to delve the unfeigned "me". Possibly my blogs can elucidate the part of me that may be of some interest to you.

[View my complete profile](#)



Archives..

▼ 2008 (43)

▼ Sep 2008 (9)

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[Its F'ing weird..](#)

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Omkar Dash

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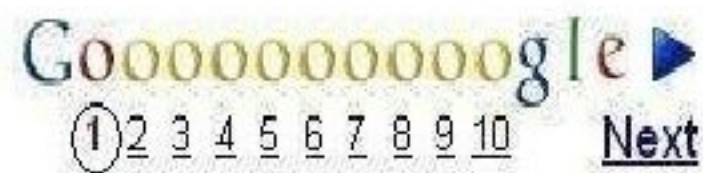
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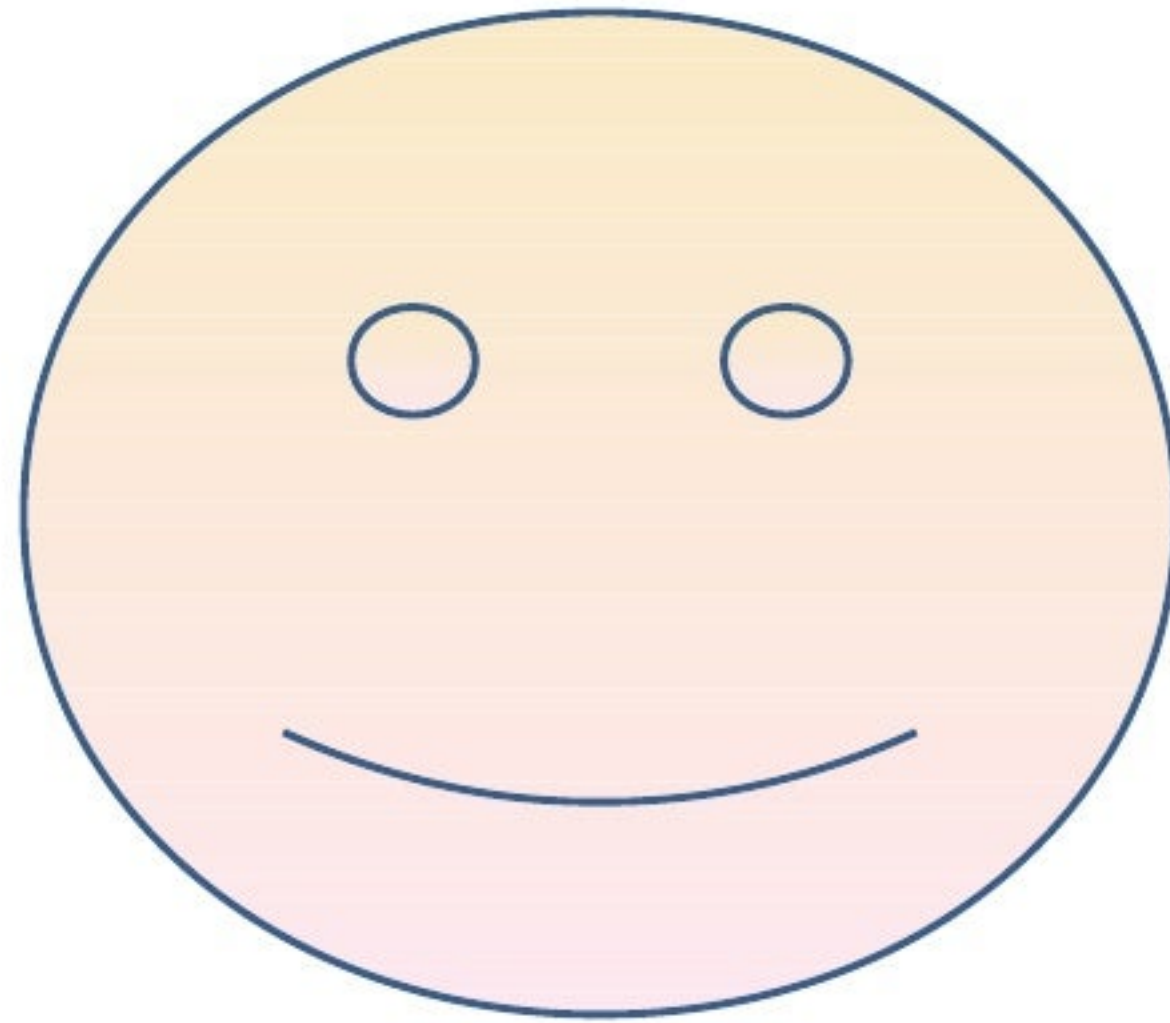


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