**Cloud Computing for Data Analysis**

**VIDEO CASE 06: PageRank**

**Video Case Questions:**

1. What is PageRank?  
   **Answer:**PageRank (PR) is a link analysis algorithm used by Google Search to rank the web page results. PageRank works by counting the number and quality of links to a page in order to deduce a rough estimate of how important the website is. The underlying assumption is that more important websites are likely to receive more links from other websites.
2. What are all factors we need to consider for calculating a web page’s PageRank score?  
   **Answer:**Following are the factors which we need to consider for calculating a web page’s PageRank:
3. Number of incoming links
4. Similar or Duplicate Content
5. Contents a page
6. Importance of sources
7. Topic Specific Page Rank

When does a PageRank of a web page goes high?  
**Answer:**The PageRank increases when more number of webpages have a link to a particular webpage. The presence of important keywords also helps the PageRank go high.