



DipIT02 – Introductory Data Structures and Algorithm

TOPIC: TITLE OF ALGORITHM

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Name of selected Algorithm: Page Rank Algorithm

Motivation:

PageRank is a topic widely discussed by Search Engine Optimization (SEO) experts. The heart of PageRank is a mathematical formula which seems to be very complicated, but it is actually simple to understand if simplified. It is necessary for the web developers to understand the concept of PageRank to make the site more high ranked. There is a majority of websites available in the market today. If a person sits and calculates the PageRank for different websites, this may be a tedious work. Since automation is making the life of a person easier, automating PageRank will have a better effect on the World Wide Web. PageRank is an algorithm that drives Google. There is a math behind every algorithm. Matrix and vector can be considered as the main source of many achievements. Since the amount of websites is growing day by day, the web sites have to be ranked using certain algorithms. The specialty of Google's page rank is that it does not allow spams, which are webpages that are coded in such a way to manipulate the ranking results and that go against the guidelines established by Google. It also focuses on the importance of the page when it is pointed by other important nodes. The functioning of PageRank algorithm also realizes the importance of linear equations and graphs.