

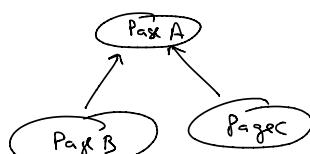
### III - Hyperlink

- Hyperlink are reference to web resources that user can access by clicking on them.
- They can link resource within a document (interlinking) or among document (intralinking)
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- Hyperlink can represent relationship such as trust, bonding & Authority bet' organization.
- They are also indicate content similarity bet' websites.
- Hyperlink serve as symbolic means of communication & validation bet' organization.

### # Type of Hyperlink

- 1) Inlink
- 2) outlink
- 3) co-link

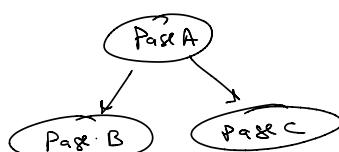
1) Inlink - Link Pointing to 1 website or from another website ex - look



Ex - Here A get 2 Inlink from Page B & Page

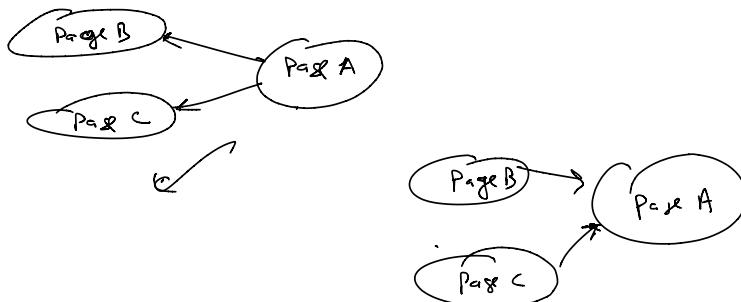
Collection of them can help to understand where the traffic of your business website is coming from.

2) outlink ⇒ outlink hyperlink generated from within a website



Ex - Site A sends out bound link to one of the site B & one of the C site.

- 3) Co-link → reciprocal link have 2 dimension. first if 2 website receive a link from third party website they are considered indirectly linked.  
Ex Page A links to both Page B & C so B & C can be considered to be interlinked or indirectly connected



Hyperlink Analytics: It involves extracting, analyzing & interpreting Hyperlink. The no. & quality of hyperlink to a website are believed to reflect its important or value.

- Hyperlink Analytics can reveal Internet traffic pattern & source of incoming or outgoing traffic to & from a website.
- It also includes ranking, understanding, the blog & business competitiveness.
- Hyperlink within a website both pages are mostly for navigational purpose & are given low importance by search engine ranking algo.

Type of Hyperlink Analytics:-

- 1) Hyperlink environment Analysis
- 2) Link impact Analysis
- 3) SM Hyperlink Analysis

1) Hyperlink environment Analysis :- Hyperlink Environment Analysis deal with a particular website or a set of website.

- Hyperlink of website are extracted & analyzed. to planly.  
the source of internet traffic & make a Network based on 2 categories.

1) Co-link N/w

2) Inlink & outlink N/w.

2) Co-link N/w - In - Co-link environment N/w , node as website & link that represent similarly beh' website as measured by co-link counts.  
ex - webometric Analytic tool.

2) Inlink & outlink N/w - It is constructed based on Inlink & outlink from website or set of website.  
Node will be website & link will present in-link & out-link.

## II) Hyperlink Impact Analysis :-

Link Impact Analysis investigate the Impact of a website URL in terms of citation or Mention it.. receive on the web.

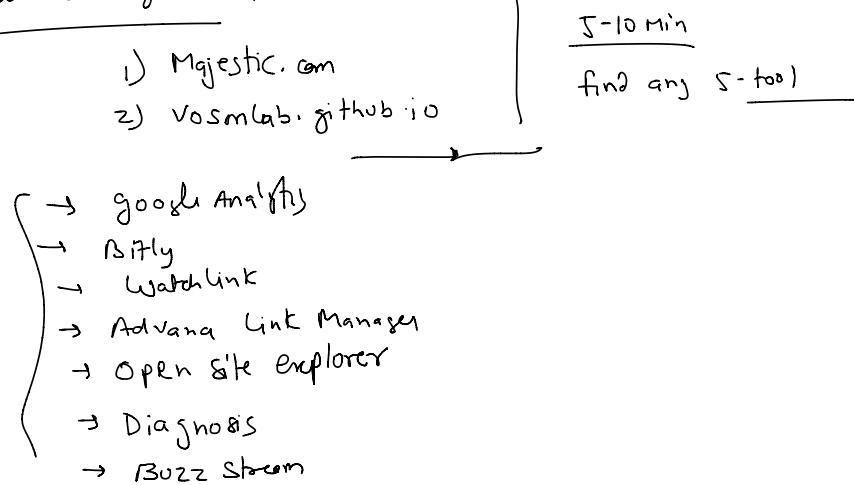
- statistics about web page that mention the URL of a given website are collected & analyzed.
- It is assumed that a frequently cited URL is More Important so measuring the web Impact of URL can provide an idea about the Importance of a website

## III) SM Hyperlink Analytics

SM Hyperlink Analytics involve extracting & analyzing hyperlink embedded in SM text.

- These Hyperlink can be used to identify the source & destination of SM traffic
- It suggest the SM hyperlink can carry valuable Information & help explain real world phenomena & difference SM users among different culture.

### Hyperlink Analytic tool



### Module-4 SM Location Analytics :-

Location Analytics → It is also known as spatial analysis or geo-Analytics involve mapping, visualizing & Mining the location of people, data & other resources

- GPS enabled Mobile device make it possible to provide location based services, products & information
- Location Analytics can be used in various sectors & can be instrumental in understanding cities & human behavior in space & time.

### Sources of location data

- 1) Postal Address
- 2) Latitude Longitude
- 3) GPS based
- 4) IP Based

## Categories of location Analytics

- 1) Business data driven Location Analytics
- 2) Social Media data driven Location Analytics

### f) Business driven Location Analytics

- Business data driven Location Analytics involve Mapping, Visualizing & Mining location data to reveal patterns & trends in business data.
- By capitalization on data stored in a Business database, Location analytics can provide location specific information, product & service based on where customers are.
  - ex - recommending the nearest convenience store or taxi
  - or Making decisions about best potential location for a Business warehouse

Application - clustering, simple maps, etc.

### 2) Social Media data driven Location Analytics

- 1) Customer Segmentation
- 2) Advertisement
- 3) Information request
- 4) Alerts
- 5) Search & rescue.
- 6) Navigation