



PageRank and linking

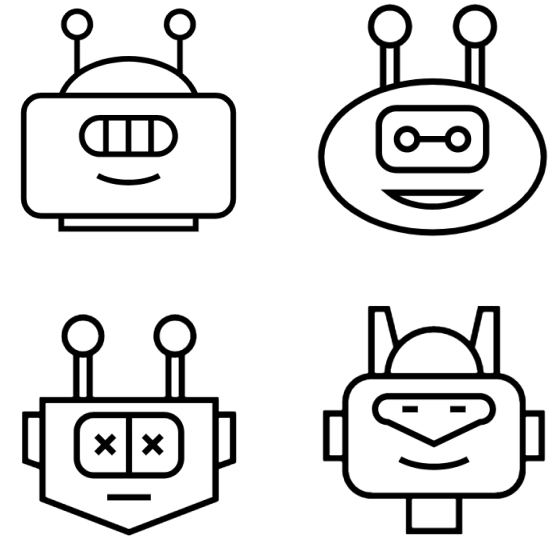
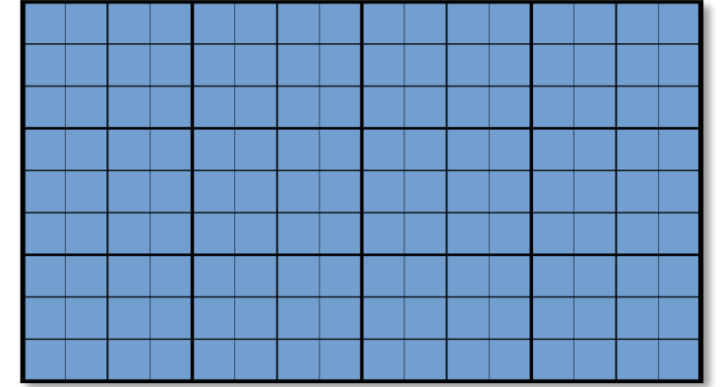


Trainer:

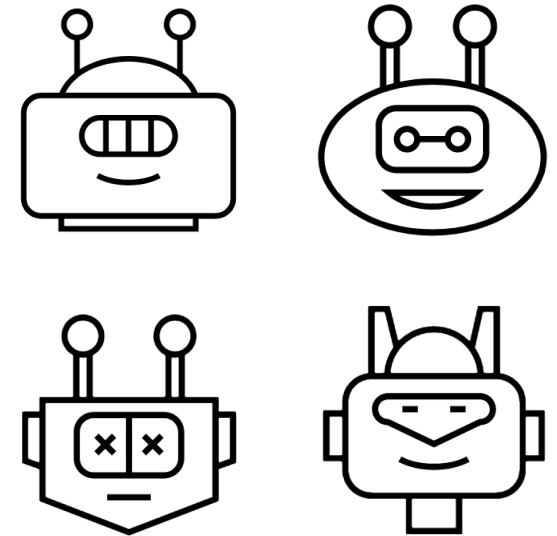
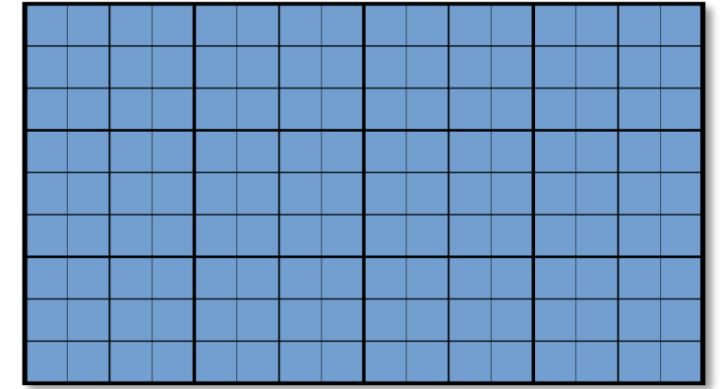
Mark Williams-Cook
Candour



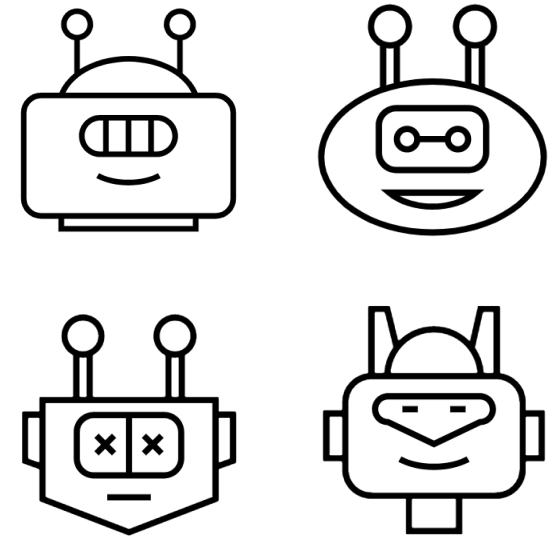
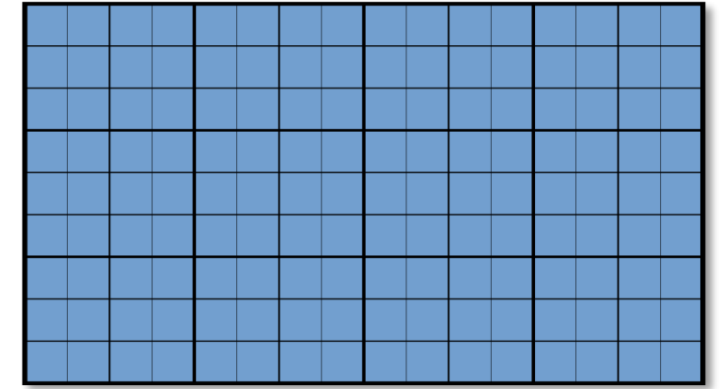
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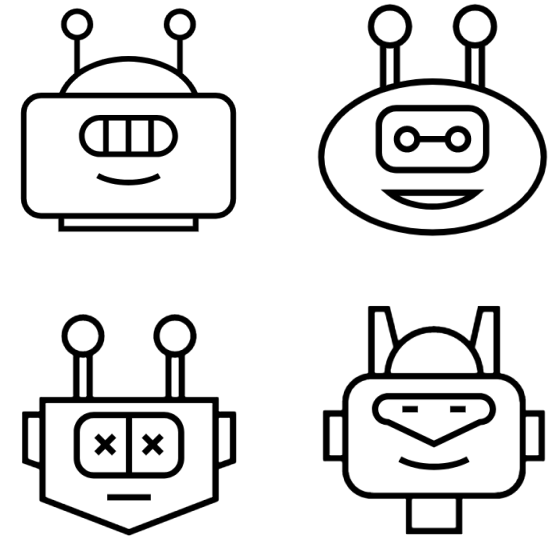
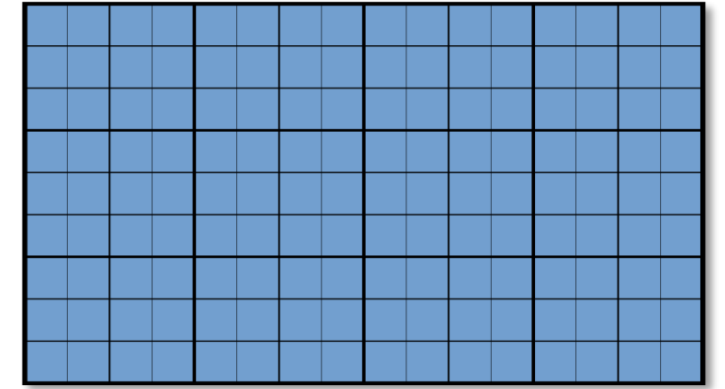
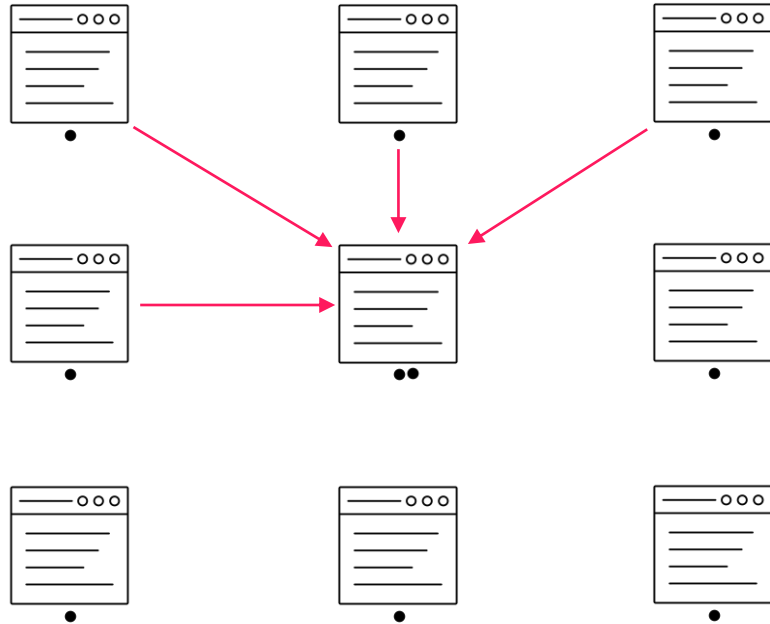
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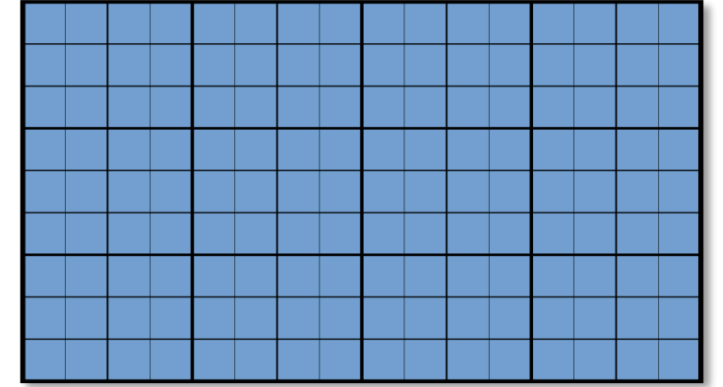


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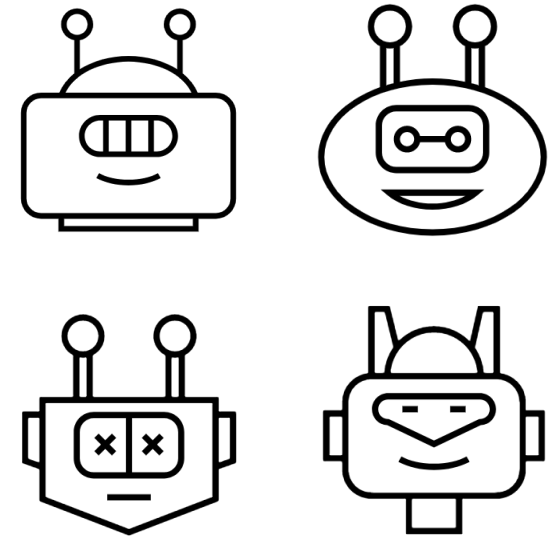
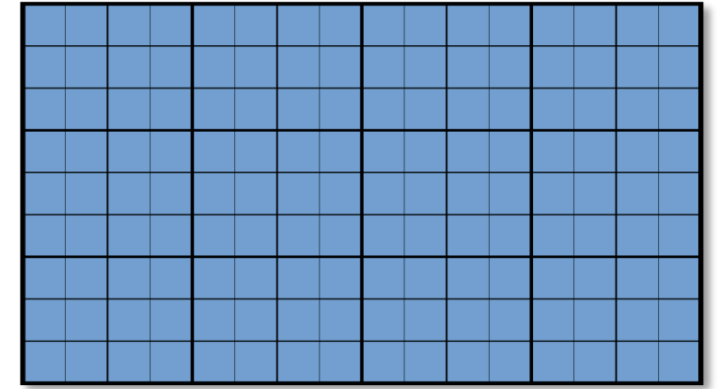
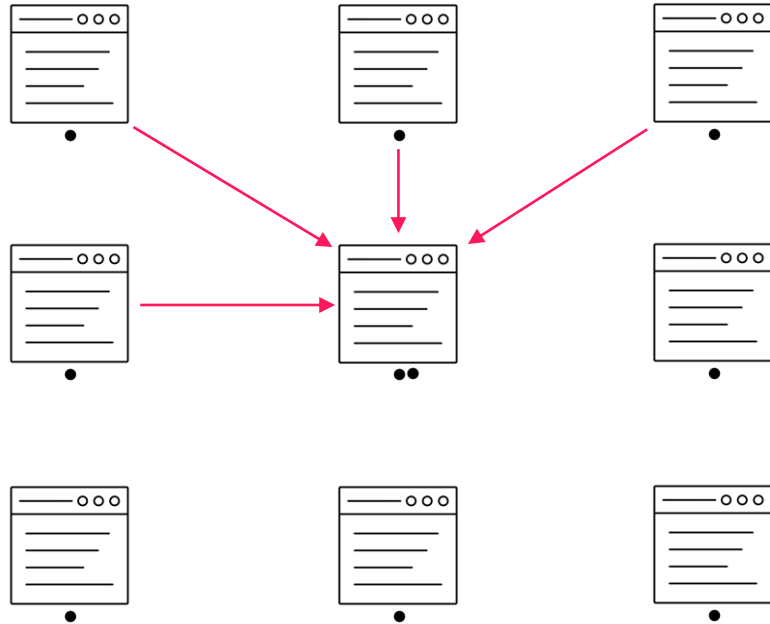


Key concept

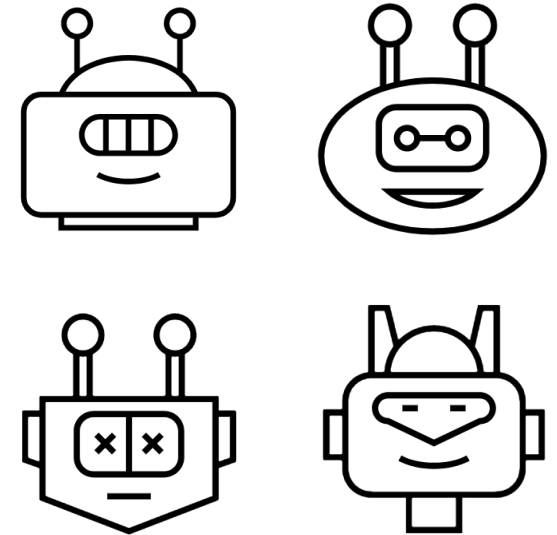
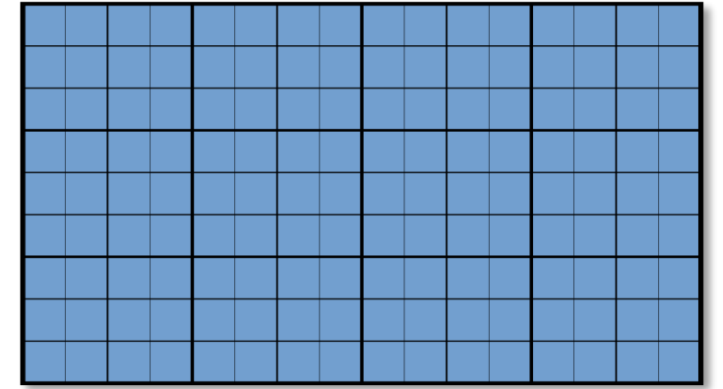
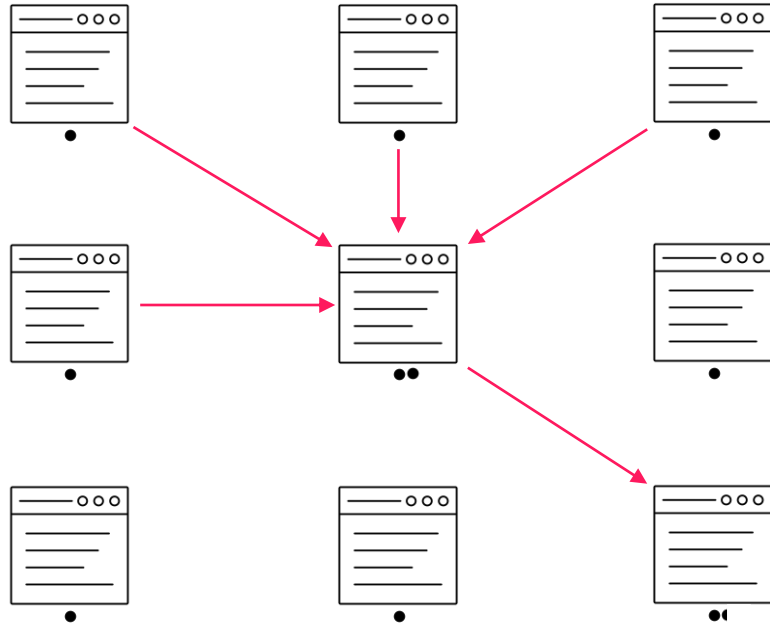
A page may be considered important
because it is linked to from
many other pages



PageRank and linking

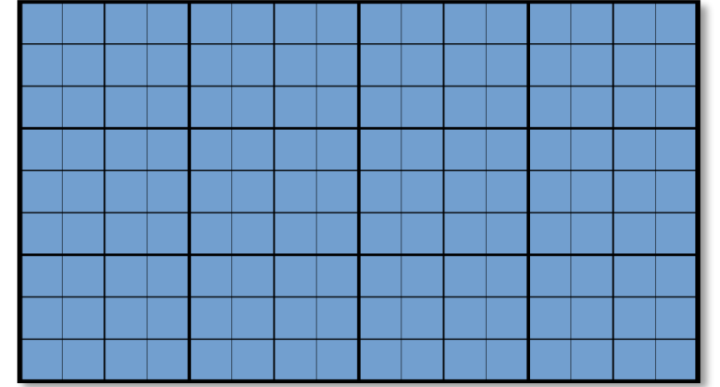


PageRank and linking



Key concept

A page may be considered important
because it is linked to from
another important page



Challenge



Based on this model, which pages of your website do you think may be considered important?

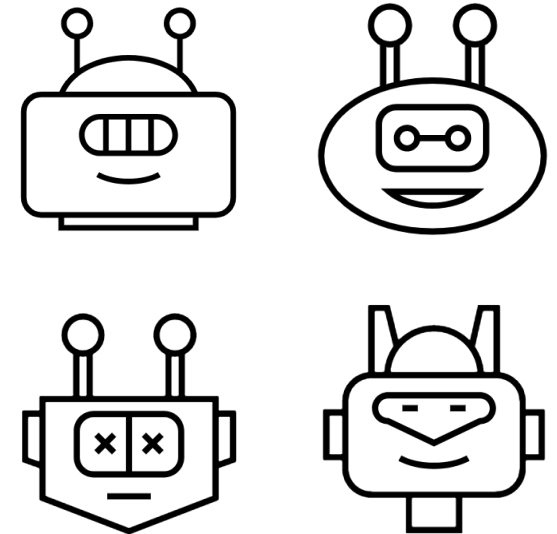
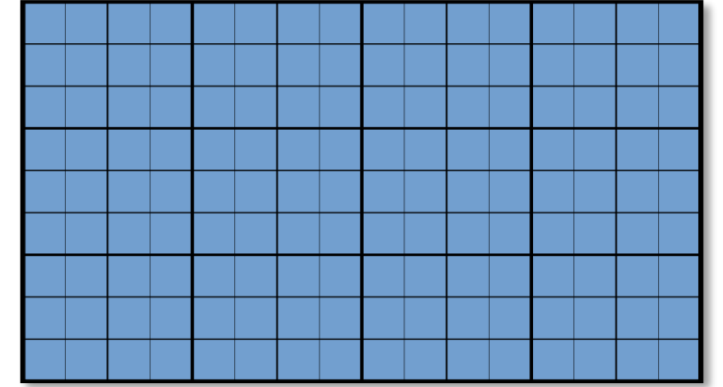
PageRank and linking

Pages linked to from many pages:

- Any pages linked to from your main menu

Pages linked to from important pages:

- Pages linked to from your homepage



Key concept

This is a “random surfer” model, which is useful but not reflective of how real people use the web

