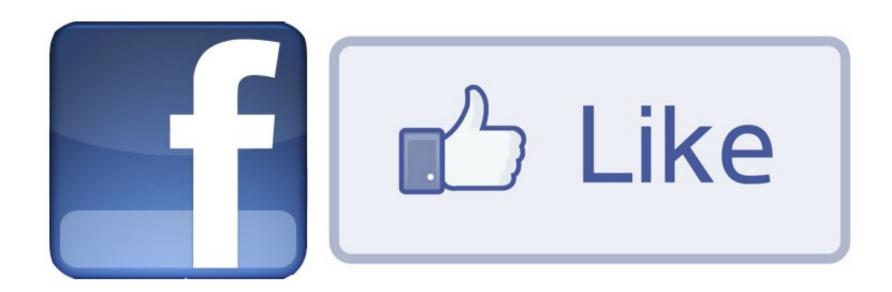# Link Analysis

- Consider links as votes of confidence in a page
- A hyperlink is the open Web's version of ...

(... even if the page is linked in a negative way.)