

# Web Spamming by Gaming Pagerank

- Since 2000, Google Search has become the default gateway to the web
- Very high premium to appear on the first few pages of search results
  - E-commerce sites
  - Advertising-driven sites
- **Spamming**: Manipulating the text of web pages in order to appear relevant to queries
- Approximately 10-15% of web pages are spam
- **Spammers' goal**: Maximize the page rank of a target page  $t$
- **Spammers' technique**: Manipulating the text of web pages so as to appear relevant to queries and get as many links from accessible pages as possible to target page  $t$