**LITERATURE SURVEY**

**1) Weighted page rank algorithm based on in-out weight of webpages**

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In its classical formulation, the well known page rank algorithm ranks web pages only based on in-links between web pages. We propose a new in-out weight based page rank algorithm. In this paper, we have introduced a new weight matrix based on both the in-links and out-links between web pages to compute the page ranks. We have illustrated the working of our algorithm using a web graph. We notice that the page rank values of the web pages computed using the original page rank algorithm and our proposed algorithm are comparable. Moreover, our algorithm is found to be efficient with respect to the time taken to compute the page rank values.

# 2)Web Page Ranking Using Machine Learning Approach

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One of the key components which ensures the acceptance of web search service is the web page ranker - a component which is said to have been the main contributing factor to the early successes of Google. It is well established that a machine learning method such as the Graph Neural Network (GNN) is able to learn and estimate Google's page ranking algorithm. This paper shows that the GNN can successfully learn many other web page ranking methods e.g. TrustRank, HITS and OPIC. Experimental results show that GNN may be suitable to learn any arbitrary web page ranking scheme, and hence, may be more flexible than any other existing web page ranking scheme. The significance of this observation lies in the fact that it is possible to learn ranking schemes for which no algorithmic solution exists or is known.

# 3)Review of features and machine learning techniques for web searching.

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As the amount of information is growing rapidly on world wide web, it has become very difficult to get relevant information using traditional search engines within a stipulated time. The main reasons for irrelevant search results are the lack of understanding of user's search intention or user's preferences, keyword based searching, short queries. In this paper, we will study different features that are used in information retrieval. We will also discuss various machine learning techniques that are helpful in deciding the relevance of web page to user. We have done classification on the basis of features. In the end we will compare different techniques and their pros and cons are also discussed.