

Semester Thesis “Optimizing the Ranking in Google”

Searching for some useful references with Google can sometimes be a very annoying job: Often the “perfect” link is hidden behind dozens of useless ones so that succeeding is like looking for a needle in a haystack. On the other hand one can ask why the useless links are listed first, which leads to the question: “How does Google rank its results?” (and how to manipulate it...)

There are several papers discussing the algorithms used by Google and we will have a short look at them before starting our task: Become number one (or at least as high as possible) in the ranking of Google for a popular key word, such as “distributed computing”.



To start with, we have some ideas how to place a new domain, but we are not sure of how to combine them for best performance. It is your task to find promising approaches and give them a try. You will need some time to see your improvements, since Google updates its databases only once a while (every one to two weeks). It would also be a nice (but not necessary) feature, if you have access to several domains – they could be useful for cross linking and thus manipulating Google’s ranking for our purposes.

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