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Ranking of Web Search for Best Link Identification by Using Hierarchy of Web Page Content

[Faisal Fayyaz Kiyani](#), [Bushra Hamid](#), [Mamoona Humayun](#) , [Mohammed Assiri](#) & [N. Z. Jhanjhi](#)

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Abstract

Due to explosion of online published content, there is an increasing need for search engines to fetch more relevant results with respect to a user query. A lot of work has already been done to improve search results and many algorithms and techniques have been devised. Search engines collect, index and process content in order to answer search queries accurately. In this work we are addressing web search and results presentation in a completely different perspective. Irrespective of how the search engine have ordered the results, we have proposed a technique to identify that which web link is more relevant to the user query amongst returned search results based on content of the page of returned link and its siblings. We have also demonstrated the effectiveness of the proposed technique with the help of experimental implementation and results.

Keywords

Web Search **Search Results** **Term Frequency**

Information Retrieval

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Author information

Authors and Affiliations

S&P Global, Market Intelligence Islamabad, Islamabad, Pakistan

Faisal Fayyaz Kiyani

University Institute of Information Technology PMAS, Arid

Agriculture University Rawalpindi, Rawalpindi, Pakistan

Bushra Hamid

**Department of Information Systems, College of Computer and
Information Sciences, Jouf University, Sakaka, 72388, Saudi Arabia**

Mamoona Humayun

**Prince Sattam Bin Abdulaziz University, Al-Kharj, 16273, Saudi
Arabia**

Mohammed Assiri

**School of Computer Science, SCS, Taylors University, 47500,
Subang Jaya, Malaysia**

N. Z. Jhanjhi

Corresponding author

Correspondence to [Mamoona Humayun](#).

Editor information

Editors and Affiliations

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