



Figure 5.3: This figure shows a simple graph containing four nodes and five edges. Each node also shows its page rank (abbreviated PR). The notes for this section give the formulas for computing the page rank.

use page links in this way to help order the results of a search. This ordering is now called the Google Page Rank and plays an important role in the quality of the Google search engine.

As a simple example in the figure below, the web page C has three incoming links, while the pages A and B each having one incoming link, and the web page D has no incoming links. In this simple example, the page ranks would be A - 29, B - 21, C - 42, and D - 8. If two or more pages contain the same search terms, then the pages with higher rank would be presented first.