

Title (en)
SYSTEM AND METHOD FOR LOCATING AND DISPLAYING WEB-BASED PRODUCT OFFERINGS

Title (de)
SYSTEM UND VERFAHREN ZUM ORTEN UND ANZEIGEN VON INTERNETBASIERTEN PRODUKTANGEBOTEN

Title (fr)
SYSTEME ET PROCEDE POUR LA LOCALISATION ET LA PRESENTATION D'OFFRES DE PRODUITS ACCESSIBLES SUR INTERNET

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Application
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Abstract (en)
[origin: WO0146870A1] A search engine system (130) displays the results of a multiple-category search according to levels of relevance of the categories to a user's search query. A query server (140) receives a search query (620) from a user (110) and identifies, within each of multiple item categories, a set of items that satisfy the query (640). The sets of items are then used to generate, for each of the multiple categories, a score that indicates a level significance or relevance of the category to the search (650). The scores may be based, for example, on the number of hits (items satisfying the query) within each category relative to the total number of items in that category, the popularity levels of items (756) that satisfy the query, or a combination thereof. The categories are then presented to the user, together with the most relevant items within each category, in the order of highest to lowest category relevance (660). The search engine also implements a feature for assisting users in locating web pages from which user-specified products can be purchased. Web pages (167) located by a crawler program (160) are scored, based on a set of rules, according to likelihood of including an online product offering (170). A query server (140) accesses an index (147) of the scored web pages to locate pages that are both responsive to a user's search query and likely to include a product offering. In one embodiment, the responsive web pages are listed on a composite search results page (300) together with products that satisfy the query.

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