

Title (en)

SEARCH ENGINE METHODS AND SYSTEMS FOR GENERATING RELEVANT SEARCH RESULTS AND ADVERTISEMENTS

Title (de)

SUCHMASCHINENVERFAHREN UND -SYSTEME ZUR ERZEUGUNG VON RELEVANTEN SUCHERGEBNISSEN UND WERBUNG

Title (fr)

PROCEDES ET SYSTEMES DE MOTEURS DE RECHERCHE PERMETTANT DE GENERER DES RESULTATS DE RECHERCHE ET DES ANNONCES PUBLICITAIRES PERTINENTS

Publication

**EP 1836555 A2 20070926 (EN)**

Application

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Abstract (en)

[origin: WO2006017495A2] The present invention provides search engine methods and systems for generating relevant search results and displaying relevant advertisements with those search results. The invention provides methods and systems for modeling and storing data in neutral forms, and then applying topification techniques to the data to generate search results that are relevant to a particular user's search request. The invention also applies topification and relevancy methods to associate ads that are relevant to a user with the search results for display.

IPC 8 full level

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