

Title (en)

PROCESSING AND ANALYSIS OF USER DATA TO DETERMINE KEYWORD QUALITY

Title (de)

VERARBEITUNG UND ANALYSE VON BENUTZERDATEN ZUR BESTIMMUNG VON STICHWORTQUALITÄT

Title (fr)

TRAITEMENT ET ANALYSE DE DONNÉES D'UTILISATEUR SERVANT À DÉTERMINER LA QUALITÉ DE MOTS-CLÉS

Publication

**EP 3230936 A1 20171018 (EN)**

Application

**EP 15879259 A 20151222**

Priority

- US 201514601114 A 20150120
- US 2015067477 W 20151222

Abstract (en)

[origin: WO2016118284A1] A method and apparatus attract potential customers to make a visit to a Web site. In one aspect, user engagement activity of visitors to the Web site is aggregated. The aggregated user engagement activity is compared with at least one predetermined criterion. If the activity meets one or more of the criteria, the activity may be parsed to identify potential keywords from the search queries which produced the query results. A potential keyword value score may be calculated for each of the potential keywords. The potential keywords having a sufficiently similar potential keyword value score may be grouped to provide a group value score, which then may be compared to information on cost of bidding on those keywords. Then, responsive to the group value score comparing, a determination may be made whether to bid on the potential keywords in the group.

IPC 8 full level

**G06Q 30/00** (2012.01)

CPC (source: EP KR)

**G06Q 30/02** (2013.01 - EP); **G06Q 30/0244** (2013.01 - KR); **G06Q 30/0255** (2013.01 - KR); **G06Q 30/0269** (2013.01 - KR);  
**G06Q 30/0275** (2013.01 - KR); **G06Q 30/0277** (2013.01 - KR); **G06Q 30/0601** (2013.01 - EP)

Designated contracting state (EPC)

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Designated extension state (EPC)

BA ME

DOCDB simple family (publication)

**WO 2016118284 A1 20160728**; CN 107209897 A 20170926; EP 3230936 A1 20171018; EP 3230936 A4 20180523; KR 101942834 B1 20190129;  
KR 20170098881 A 20170830

DOCDB simple family (application)

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