[CLAIMS]

[Claim 1]

A server for providing an Internet content, the server comprising:

a log collecting unit which collects content information included in a plurality of web pages based on an action of a first user for the plurality of web pages;

a first keyword extracting unit which maps the collected content information to a pre-stored commerce dictionary and tokenizes and stores a plurality of commerce keywords among the collected content information;

a second keyword extracting unit which maps the collected content information to a pre-stored general dictionary and tokenizes and stores a plurality of general keywords among the collected content information;

a weighted value applying unit which applies a first weighted value to a first commerce keyword among the plurality of commerce keywords and applies a second weighted value to a first general keyword among the plurality of general keywords; and

a content providing unit which extracts an advertisement content corresponding to the first commerce keyword to which the first weighted value is applied and transmits the extracted advertisement content to a terminal of the first user, and extracts an information content corresponding to the first general keyword to which the second weighted value is applied and transmits the extracted information content to the terminal of the first user

wherein, the weighted value applying unit applies the first weighted value based on the action of the first user for the plurality of web pages including the first commerce keyword and applies the second weighted value

based on the action of the first user for the plurality of web pages including the first general keyword, the weighted value applying unit combines and ranks the plurality of commerce keywords and the plurality of general keywords according to a result of the application of the weighted value, and

the content providing unit extracts an advertisement content and the information content corresponding to a result of the ranking and transmits the extracted advertisement content and information content to the terminal of the first user.

【Claim 2】

The server of claim 1, wherein:

the first weighted value includes a weighted value of a group including the first commerce keyword in the commerce dictionary, a weighted value for the number of times of exposure of the first commerce keyword, and a weighted value for the action of the first user corresponding to the first commerce keyword, and

the second weighted value includes a weighted value of a group including the first general keyword in the general dictionary, a weighted value for the number of times of exposure of the first general keyword, and a weighted value for the action of the first user corresponding to the first general keyword.

【Claim 3】

The server of claim 1, wherein:

the weighted value applying unit ranks the plurality of commerce keywords and the plurality of general keywords according to a result of the application of the weighted value, and

the content providing unit extracts an advertisement content corresponding to the plurality of ranked commerce keywords and transmits the extracted advertisement content to the terminal of the first user, and extracts an information content corresponding to the plurality of ranked general keywords and transmits the extracted information content to the terminal of the first user.

【Claim 4】

The server of claim 1, further comprising:

a tag inserting unit which inserts a linkback tag collecting the action of the first user for the plurality of web pages and content information corresponding to the action of the first user; and

a content providing unit which transmits the plurality of web pages into which the linkback tag is inserted to the terminal of the first user.

【Claim 5】

The server of claim 1, further comprising:

a more-view link generating unit which extracts uniform resource locator (URL) information about a first web page based on a copy action of the first user for a content included in the first web page among the plurality of web pages and a paste action of the first user to a second web page among the plurality of web pages, and generates a more-view link.

【Claim 6】

A server for providing an Internet content, the server comprising:

a content providing unit which transmits a plurality of web pages including different Internet contents to a terminal of a first user;

a tag inserting unit which inserts a linkback tag collecting an action of the first user for the plurality of web pages and content information corresponding to the action of the first user;

a more-view link generating unit which extracts uniform resource locator (URL) information about a first web page based on a copy action of the first user for a content included in the first web page among the plurality of web pages and a paste action of the first user to a second web page among the plurality of web pages, and generates a more-view link; and

a log collecting unit which collects content information included in the first web page and the second web page based on an action of a second user for the first web page and the second web page.

【Claim 7】

The server of claim 8, further comprising:

a first keyword extracting unit which maps the collected content information to a pre-stored commerce dictionary and tokenizes and stores a plurality of commerce keywords among the collected content information; and

a second keyword extracting unit which maps the collected content information to a pre-stored general dictionary and tokenizes and stores a plurality of general keywords among the collected content information, and

the content providing unit extracts an advertisement content corresponding to the plurality of commerce keywords and transmits the extracted advertisement content to the terminal of the second user, and extracts

an information content corresponding to the plurality of general keywords and transmits the extracted information content to the terminal of the second user.

【Claim 8】

A computer-readable recording medium in which a program for executing a method of providing an Internet content by using an Internet content providing server is recorded, the program comprising:

a function of collecting content information included in a plurality of web pages based on an action of a first user for the plurality of web pages;

a function of mapping the collected content information to a pre-stored commerce dictionary and tokenizing and storing a plurality of commerce keywords among the collected content information;

a function of mapping the collected content information to a pre-stored general dictionary and tokenizing and storing a plurality of general keywords among the collected content information;

a function of applying a first weighted value based on the action of the first user for the plurality of web pages including a first commerce keyword;

a function of applying a second weighted value based on the action of the first user for the plurality of web pages including a first general keyword;

a function of extracting an advertisement content corresponding to the first commerce keyword to which the first weighted value is applied and transmitting the extracted advertisement content to the terminal of the first user; and

a function of extracting an information content corresponding to the first general keyword to which the second weighted value is applied and transmitting

the extracted information content to the terminal of the first user

wherein the program includes a function of combining and ranking the plurality of commerce keywords and the plurality of general keywords based on a result of the application of the first weighted value and based on a result of the application of the second weighted value, and a function of extracting an advertisement content and an information content corresponding to a result of the combination and the ranking and transmitting the extracted advertisement content and information content to the terminal of the first user.

【Claim 9】

The computer-readable recording medium of claim 10, wherein:

the function of applying the first weighted value includes applying a weighted value of a group including the first commerce keyword in the commerce dictionary, a weighted value for the number of times of exposure of the first commerce keyword, and a weighted value for the action of the first user corresponding to the first commerce keyword, and

the function of applying the second weighted value includes applying a weighted value of a group including the first general keyword in the general dictionary, a weighted value for the number of times of exposure of the first general keyword, and a weighted value for the action of the first user corresponding to the first general keyword.

【Claim 10】

The computer-readable recording medium of claim 10, wherein:

the program includes a function of ranking the plurality of commerce

keywords based on a result of the application of the weighted value, a function of extracting an advertisement content corresponding to the plurality of ranked commerce keywords and transmitting the extracted advertisement content to the terminal of the first user, a function of ranking the plurality of general keywords based on a result of the application of the weighted value, and a function of extracting an information content corresponding to the plurality of ranked general keywords and transmitting the extracted information content to the terminal of the first user.

【Claim 11】

The computer-readable recording medium of claim 10, wherein:

the program includes a function of inserting a linkback tag to the plurality of web pages and a function of transmitting the plurality of web pages to which the linkback tag is inserted to the terminal of the first user, and

the function of collecting the content information includes collecting the content information by using the linkback tag.

【Claim 12】

A computer-readable recording medium in which a program for executing a method of providing an Internet content by using an Internet content providing server is recorded, the program comprising:

a function of transmitting a plurality of web pages including different Internet contents to a terminal of a first user;

a function of inserting a linkback tag collecting an action of the first user for the plurality of web pages and content information corresponding to the

action of the first user;

a function of extracting uniform resource locator (URL) information about a first web page based on a copy action of the first user for a content included in the first web page among the plurality of web pages and a paste action of the first user to a second web page among the plurality of web pages, and generating a more-view link; and

a function of collecting content information included in the first web page and the second web page based on an action of a second user for the first web page and the second web page.

【Claim 13】

The computer-readable recording medium of claim 16, wherein:

the program includes a function of mapping the collected content information to a pre-stored commerce dictionary and tokenizing and storing a plurality of commerce keywords among the collected content information,

a function of mapping the collected content information to a pre-stored general dictionary and tokenizing and storing a plurality of general keywords among the collected content information,

a function of extracting an advertisement content corresponding to the plurality of commerce keywords and transmitting the extracted advertisement content to a terminal of the second user, and

a function of extracting an information content corresponding to the plurality of general keywords and transmitting the extracted information content to the terminal of the second user.