Methods and Systems For Improving A Search Ranking Using Related Queries

Abstract

System and methods that improve search rankings for a search query by using data associated with queries related to the search query are described. In one aspect, a search query is received, a related query related to the search query is determined, an article (such as a web page) associated with the search query is determined, and a ranking score for the article based at least in part on data associated with the related query is determined. Several algorithms and types of data associated with related queries useful in carrying out such systems and methods are described.

Fig. 1