

CLAIMS

1. A method, comprising:

receiving a search query, the search query being obtained via ~~a search box of a first web page that is being displayed at a client device;~~

obtaining a ~~special event~~ recommended term ~~matching based at least in part on one or more of the search query and a time associated with the receiving of the search query,~~ wherein the ~~special event~~ recommended term ~~includes is associated with~~ a clickable link to a second web page comprising information pertaining to ~~a special event~~ the recommended term; and

causing the clickable link to the second web page to be displayed ~~adjacent to the search box,~~ on a results web page that comprises one or more results for the search query, the clickable link caused to be displayed at the client device; and,

2. The method of claim 1, wherein obtaining the recommended term comprises querying a mapping of recommended terms to keywords.

3. The method of claim 2, wherein the querying of the mapping of recommended terms to keywords comprises querying the mapping based at least in part on one or more keywords comprised in the search query.

4. The method of claim 2, wherein the mapping of recommended terms to keywords is associated with a preset time range, and obtaining the recommended term comprises determining that the time associated with the receiving of the search query matches the preset time range associated with the mapping of recommended terms to keywords.

5. The method of claim 1, wherein the clickable link associated with the recommended term is provided among the one or more results for the search query.

6. The method of claim 1, further comprising: in response to a determination that the clickable link is activated, ~~causing the second web page to be openinged,~~ the second web page ~~having a first information relating to a first category and a second information relating to a second category, the first category being different from the second category.~~

27. The method as described in of claim 1, further comprising:

determining whether a current time falls within a preset time range, wherein the current time corresponds to the time associated with the receiving of the search query; and

in response to a determination that the current time falls outside the preset time range, omitting to ~~cause display~~ the clickable link ~~to be displayed on the first web page~~.

~~3. The method as described in claim 1, further comprising:~~

~~determining whether a search term of the search query matches a preset search term; and in response to a determination that the search term of the search query matches the preset search term, causing another recommended search term to be displayed in the search box.~~

~~48. The method as described in~~ claim 1, further comprising:

determining whether a search term of the search query matches a preset search term; and

in response to a determination that the search term of the search query matches the preset search term, ~~causing displaying another recommended search term to be displayed appear in the search box~~ on the results web page, comprising:

in response to a determination that the other recommended search term has been activated, opening the second web page.

~~5. The method as described in claim 1, wherein:~~

~~the first information includes links to items relating to the first category; and~~

~~the second information includes links to items relating to the second category.~~

9. The method of claim 1, wherein the recommended term is obtained from a mapping of recommended terms to keywords, wherein the mapping of recommended terms to keywords is determined based at least in part on historical information pertaining to search queries.

10. The method of claim 9, wherein the historical information pertaining to search queries comprises a search log comprising a plurality of search queries that are searched within an interval of time.

11. The method of claim 9, wherein the historical information comprises a search frequency for a plurality of search queries that are searched within an interval of time.

12. The method of claim 9, wherein the determining of the mapping of recommended terms to keywords based at least in part on historical information pertaining to search queries comprises determining the mapping of recommended terms to keywords based on a distribution of search queries comprised in the historical information.

13. The method of claim 1, wherein the second web page is pre-configured for a special event associated with the recommended term.

14. The method of claim 13, wherein the information pertaining to the recommended term that is comprised in the second web page is associated with the special event.

15. A system, comprising:

one or more processors; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

receive a search query, the search query being obtained via a search box of based at least in part on an input by a user to a first web page that is being displayed at a client device;

obtain a special event recommended term matching based at least in part on one or more of the search query and a time associated with the receiving of the search query, wherein the special event recommended term includes is associated with a clickable link to a second web page comprising information pertaining to a special event the recommended term; and

cause the clickable link to the second web page to be displayed adjacent to the search box, on a results web page that comprises one or more results for the search query, the clickable link caused to be displayed at the client device; and

in response to a determination that the clickable link is activated, cause the second web page to be opened, the second web page having a first information relating to a first category and a second information relating to a second category, the first category being different from the second category; and

~~one or more memories coupled with the one or more processors, wherein the one or more memories are configured to provide the one or more processors with instructions.~~

7. — ~~The system as described in claim 6, wherein the one or more processors are further configured to:~~

~~determine whether a current time falls within a preset time range; and~~

~~in response to a determination that the current time falls outside the preset time range,~~

~~omit to cause the clickable link to be displayed on the first web page.~~

8. — ~~The system as described in claim 6, wherein the one or more processors are further configured to:~~

~~determine whether a search term of the search query matches a preset search term;~~

~~and in response to a determination that the search term of the search query matches the~~

~~preset search term, cause another recommended search term to be displayed in the search box.~~

9. — ~~The system as described in claim 6, wherein the one or more processors are further configured to:~~

~~determine whether a search term of the search query matches a preset search term; and~~

~~in response to a determination that the search term of the search query matches the preset search term, cause another recommended search term to be displayed in the search box, comprising:~~

~~in response to a determination that the other recommended search term has been activated, open the second web page.~~

10. — ~~The system as described in claim 6, wherein:~~

~~the first information includes links to items relating to the first category; and~~

~~the second information includes links to items relating to the second category.~~

~~11~~16. A computer program product being embodied in a tangible non-transitory computer readable storage medium and comprising computer instructions for:

receiving a search query, the search query being obtained via a search box of a first web page that is being displayed at a client device;

obtaining a ~~special event recommended term matching~~ based at least in part on one or more of the search query and a time associated with the receiving of the search query, wherein the ~~special event recommended term includes~~ is associated with a clickable link to a second web page comprising information pertaining to a special event~~the recommended term~~; and

causing the clickable link to the second web page to be displayed ~~adjacent to the search box~~, on a results web page that comprises one or more results for the search query, the clickable link caused to be displayed at the client device; and

~~in response to a determination that the clickable link is activated, causing the second web page to be opened, the second web page having a first information relating to a first category and a second information relating to a second category, the first category being different from the second category.~~

12. — The computer program product as described in claim 11, further comprising computer instructions for:

~~determining whether a current time falls within a preset time range; and~~

~~in response to a determination that the current time falls outside the preset time range, omitting to cause the clickable link to be displayed on the first web page.~~

13. — The computer program product as described in claim 11, further comprising computer instructions for:

~~determining whether a search term of the search query matches a preset search term; and~~

~~in response to a determination that the search term of the search query matches the preset search term, causing another recommended search term to be displayed in the search box.~~

14. — The computer program product as described in claim 11, further comprising computer instructions for:

determining whether a search term of the search query matches a preset search term;
and

in response to a determination that the search term of the search query matches the
preset search term, causing another recommended search term to be displayed in the
search box, comprising:

in response to a determination that the other recommended search term has
been activated, opening the second web page.

15.—The computer program product as described in claim 11, wherein:

the first information includes links to items relating to the first category; and

the second information includes links to items relating to the second category.

16.—The method of claim 1, wherein the causing the clickable link to be displayed
comprises requires no adjustment to the first web page.

17.—The system of claim 6, wherein to cause the clickable link to be displayed
comprises requires no adjustment to the first web page.

18.—The method of claim 1, further comprising obtaining at least one recommended
search term matching the search query.

19.—The method of claim 1, further comprising determining that the search query is present
in a word bank associated with a time range, wherein the word bank is generated using at least
past search frequencies of unfinalized search queries, and the past search frequencies meet
one or more preset criteria.

20.—The method of claim 19, wherein the word bank includes a plurality of
keywords corresponding to one or more special events during the time range.