

CLAIMS

1. A method, comprising:

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

obtaining a recommended term 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 recommended term is associated with a clickable link to a second web page comprising information pertaining to the recommended term; and

causing the clickable link to the second web page to be displayed 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.

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, opening the second web page.

7. The method 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 display the clickable link on the first web page.

8. The method of 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, displaying another recommended search term to 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.

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:

a processor; 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 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 recommended term 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 recommended term is associated with a clickable link to a second web page comprising information pertaining to the recommended term; and

cause the clickable link to the second web page to be displayed 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.

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 first web page that is being displayed at a client device;

obtaining a recommended term 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 recommended term is associated with a clickable link to a second web page comprising information pertaining to the recommended term; and

causing the clickable link to the second web page to be displayed 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.