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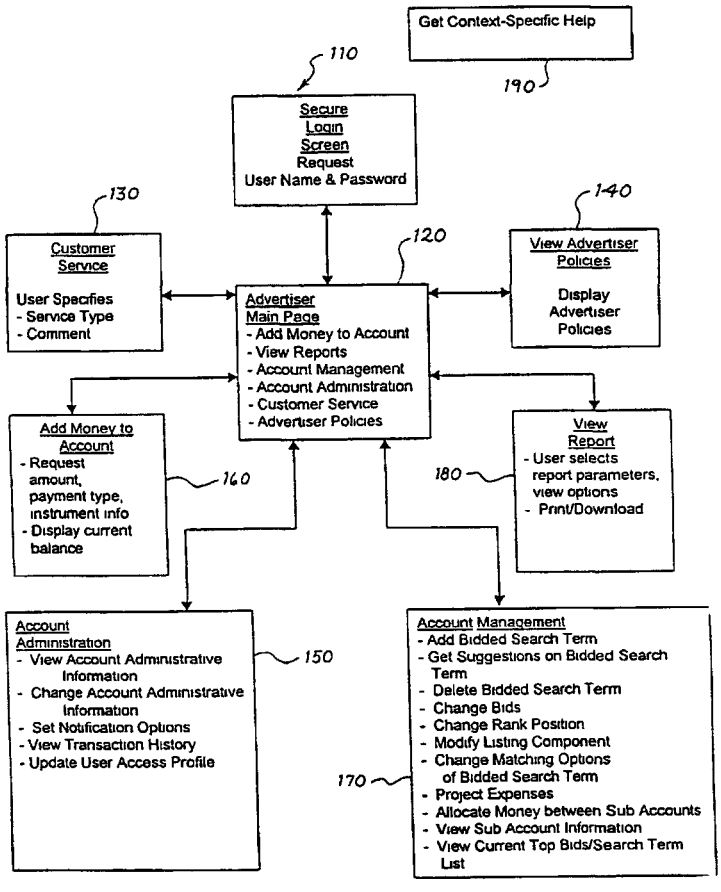
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(54) Title: SYSTEM AND METHOD FOR INFLUENCING A POSITION ON A SEARCH RESULT LIST GENERATED BY A COMPUTER NETWORK SEARCH ENGINE



(57) Abstract: A system and method for enabling information providers to influence position for a search listing within a search result list generated by an Internet search engine. The network information provider may add, delete, or modify a search listing after logging via an authentication process (110). The information provider influences a position for a search listing in the provider's account by first selecting a search term relevant to the content of the web site. The network information provider enters the search term and the description into a search listing. The information provider influences the position for a search listing through a continuous online competitive bidding process (170). The bidding process occurs when the information provider enters a new bid amount for a search listing. This system and method then compares this bid amount with all other bid amounts for the same search term, and generates a rank value for all search listings having that search term. The rank value generated by the bidding process determines where the information providers listing will appear on the search results list page that is generated in response to a query of the search term by a searcher located at a client computer on the network (170).

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