【ABSTRACT】

The present invention relates to an Internet content providing server and a computer-readable recording medium in which an Internet content providing method is implemented. The internet content providing server according to an exemplary embodiment of the present invention extracts an interest keyword by collecting and analyzing an action of a user of an Internet content and applies a weighted value based on an action of the user to the extracted interest keyword, and provides an Internet content having a high degree of interest of the user.