WEBSITE MANAGEMENT METHOD AND ON-LINE SYSTEM

ABSTRACT

Provided is a website management method and system based on a search query. The website management method and system analyze behavior of clicking or purchasing a product or contents after a user inputs a search query on a website which provides information on products or contents or relays transactions, and dynamically updates a keyword group including a plurality of search queries having the same attribute information (category such as brand, theme, first-level classification, second-level classification, or third-level classification) in a database such that the search queries can be automatically managed.

Figure 1