

CLAIMS

1. A method for presenting keywords, the method comprising:

receiving a presentation request for a search page, wherein the presentation request comprises target location information;

obtaining a keyword having search popularity meeting a first condition in a first region matching the target location information, and using the obtained keyword as a first keyword;

obtaining preset information of a service provider having a frequency index meeting a second condition in a second region matching the target location information, and using the obtained preset information as a second keyword; and

presenting the first keyword and the second keyword in the search page so that a user can perform a search based on the first keyword and the second keyword.

2. The method of claim 1, further comprising:

generating multiple geographic grids according to obtained location information of the service provider, wherein each geographic grid contains one or more service providers; and

the second region matching the target location information comprises a geographic grid for a region defined by the target location information.

3. The method of claim 2, wherein, when the target location information does not belong to any geographic grid, the second region matching the target location information comprises one or more geographic grids adjacent to the target location information.

4. The method of claim 2, wherein, when the target location information does not belong to any geographic grid, the second region matching the target location information is the first region.

5. The method of any one of claims 2 to 4, wherein the step of generating multiple geographic grids according to location information of the service provider comprises generating, through a GeoHash algorithm, the multiple geographic grids according to the obtained location information of the service provider.
6. The method of any one of claims 2 to 5, further comprising calculating a frequency index of each service provider according to a TF-IDF algorithm.
7. The method of any one of claims 1 to 6, wherein the search popularity comprises the number of searches or a search frequency within a preset time period.
8. The method of any one of claims 1 to 7, wherein the target location information comprises current location information or location information selected by a user.
9. The method of any one of claims 1 to 8, wherein the first region comprises a geographic region defined by the target location information.
10. The method of claim 2 or claim 9, wherein a region defined by the target location information comprises a region that includes the target location.
11. The method of any preceding claim, wherein the preset information of the service provider comprises a name of the service provider.
12. An apparatus for presenting keywords, the apparatus comprising multiple units configured to perform the method of any one of claims 1 to 11.