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(54) Title: LOCATION BASED RANKING OF REAL WORLD LOCATIONS

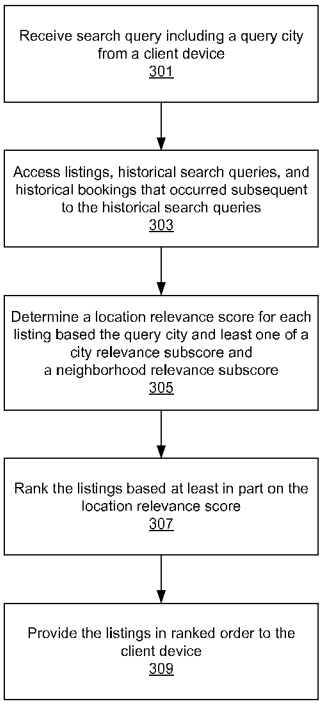


FIG. 3

(57) Abstract: An online booking system allows users to creates, search, and book listings of goods or services. When a user searches for listings, the listings are ranked at least in part based on a location relevance score including at least one of a city relevance subscore, a neighborhood subscore, and a distance subscore. Generally, the city relevance subscore quantifies the probability that a searching user may have actually intended to look for listings in a city other than the city specified in a search query. Generally, the neighborhood relevance subscore quantifies the popularity of specific neighborhoods within a city as a replacement or addition to the distance subscore that determines a real world distance between a listing's real world location and a location specified in a search query.

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