Bitesize

GCSE Bitesize Computer Science
Google's Diana Gorea on Google Search

My name is Diana Gorea, I am a software engineer at Google. Page rank algorithm was developed as a research project by Larry Page at Stanford University and was the first algorithm that was used by Google search engine to rank web pages.

The algorithm has evolved ever since and currently it is using more than 200 signals to determine the rankings of web pages. Some of the factors that are used in search are: how frequently a search term or its synonyms occurs on a page; the locations on the page where they occur; the context of the page where they occur; the originality and quality of the page content.

The Google search engine also uses another algorithm called the Crawler, which periodically visits and analyses every single page on the web. Using the data extracted by the Crawler, the page rank for every web page is computed.