

CS347

Lecture 7

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# Topics du jour

- Finish up web ranking
- Peer-to-peer search
- Search deployment models
  - Service vs. software
  - External vs. internal-facing search software
- Review of search topics

# Tag/position heuristics

- Increase weights of terms in titles
- Increase weights of terms in `<h>` tags
- Increase weights of terms near the beginning of the doc, its chapters and sections - key phrases