



1.3.4 Search Engine Indexing & PageRank

1. Explain what happens when a search engine indexes a page. You do **not** need to discuss ranking.

[4 marks]

2. A search engine can use the PageRank algorithm to determine a website's ranking. The PageRank algorithm utilises a 'damping factor'.

- a) State what is meant by the term damping factor.

[1 mark]

- b) Give **two** other factors that affect the output value given by the PageRank algorithm for a website.

[2 marks]

3. A company wants more customers to be able to find their website on the internet.

Discuss why search engine indexing and page ranking will be important in achieving this.

You should include the following in your answer:

- what search engine indexing means and what information is collected
- what PageRank means and possible factors that can affect a PageRank score of a website
- possible ways for the company to improve the PageRank score of pages on its website.

[12 marks]

