

PERSONALIZING RESULTS IN SEARCH ENGINES USING WORDS CORRELATION

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ABSTRACT

World Wide Web is a huge informational environment is still growing, so the searching problem is still arise, for this the user need to develop a search engine to get closer result to the user's request. this work take the principle of personalization which means make web page content closer to a specific client and use this principle in a new area, by finding sites close to the requested term according to the correlation with other keywords specifying a special area, this work took a word (sport) as a sample, the proposed search engine (closer) built using active server pages technique.

KEYWORDS: Search Engines, Computer Web Search, Semantic Correlation