

Re: How does the Indexing Service assign weights to the hitcount?

Source:

<http://www.tech-archive.net/Archive/Internet-Server/microsoft.public.inetserver.indexserver/2004-10/0081.html>

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The simple answer is that you can't.

Hit Count is a measure of the raw number of hits. Rank is a measure of relevance.

So consider a search on the word Tom. Tom is a very popular name, so if you met this hot babe in a night club and she asked for your number, and you told her "Its in the phone book". Would she call you?

Probably not, because there are a lot of Toms, in other words the hit count for the word Tom, or the frequency of occurrence of your name is very high. But its useless in finding you. But if you told her "My name is Tom MedClinic, look me up in the phone book." Chances are real high she will call, because you are probably the only Tom MedClinic in the phone book.

Ranking measures relevancy by realizing that relatively rarely occurring words have higher resolving power, and so they are scored higher than words which occur frequently. So returning to our example, your first name is not helpful in finding you, but your last name is, so your last name will contribute a greater weight to the overall score or rank.

Ranking also will weight shorter documents higher than longer documents which have an equal density of occurrence of the search term, or an equal hit count.

So if your Dr. wants his search pages to show up on top, he will still be competing with all other pages which have the same ranking. One thing you can do is to sort by rank [desc], hitcount[desc] or hitcount[desc], rank [desc] and if his pages have a larger occurrence of the search terms, these pages might be ranked higher.

HTH

"tomMedClinic" <tomMedClinic@discussions.microsoft.com> wrote in message news:D8D989F3-2F91-4F02-A83B-8637390390C7@microsoft.com...

microsoft.public.inetserver.indexserver: Re: How does the Indexing Service assign weights to the hitcount?

- > *One of our doctors wants his department's home page to be first on the*
- > *results list when a specific phrase (important to his department) is*
- > *entered*
- > *as the search query. I'm getting varied results depending on which META*
- > *tags*
- > *and which HTML tags contain this phrase; so varied that I haven't been*
- > *able*
- > *to determine precedence.*
- >
- > *How can I manually manipulate the page content to ensure that his page is*
- > *always Number 1?*