TICNT					
USN					



Internal Assessment Test 2 - DEC 2024

			ше	ana Assessment I	050 2	DEC 2021					
Sub:	INFORMATION F	RETRIEVAL				Sub Code:	BAI515B	Branch	: AIM	L	
Date:	13 / 12/2024	Duration:	90 mins	Max Marks:	50	Sem / Sec:	V /	A,B,C		OE	BE
			Answer An	y of 5 Questions				Ν	IARKS	CO	RBT
1	Explain Aho-Cor	asick Algorit	hm for Patte	ern Searching.					[10]	CO4	L3
	Build a Trie (or Keyword Tree) of all words.										
	Input: text = "ahishers" arr[] = {"he", "she", "hers", "his"}										
2 (a)	² (a) Explain index compression with an example.								[05]	CO5	L2
(b)	(b) Given a string s and string t, Apply Boyer-Moore algorithm to remove all occurrences of a							fa	[05]	CO4	L3
	string t in a string s										
	Input: s = "ababaababa", t = "aba"										
3	³ Given a text txt[0n-1] and a pattern pat[0m-1] where n is the length of the text and m is							n is	[10]	CO4	L3
	the length of the pattern, Make use of a function pattern search(char pat[], char txt[]) that							that			
	write all occurre	nces of pat[]	in txt[].								
	Input: txt[] = "1	THIS IS A TES	T TEXT" pa	at[] = "TEST".							
4	Explain Multidin	nensional in	dexing with S	Suitable Examp	le				[10]	CO4	L2
5.	Briefly explain at	bout							[10]	CO5	L2
	1.search engine	optimizatior									
	2.A vector space model for XML retrieval										
6							[10]	CO4	L3		
	character. How to search a pattern in the built suffix tree										
CI	•			CCI				HOD-A	ML	•	•



USI	N		Inte	ernal Assessment 7	Fest 2 -	- DEC 2024						CMRIT
Sub:	INFORMATION F	RETRIEVAL				Sub Code:	BAI515B	Bra	ranch: AIML			
Date:	13 / 12/2024	Duration:	90 mins	Max Marks:	50	Sem / Sec:	V /	A,B,C	, ,		OF	3E
			Answer An	y of 5 Questions					MA	RKS	CO	RBT
	I Explain Aho-Corasick Algorithm for Pattern Searching. [10] CC Build a Trie (or Keyword Tree) of all words. Input: text = "ahishers" arr[] = {"he", "she", "hers", "his"} [10] CC								CO4	L3		
	² (a) Explain index compression with an example.								[0)5]	CO5	L2
	(b) Given a string s and string t, Apply Boyer-Moore algorithm to remove all occurrences of a string t in a string s Input: s = "ababaababa", t = "aba")5]	CO4	L3		
									[1	.0]	CO4	L3
4					le				[1	0]	CO4	L2
	Explain Multidimensional indexing with Suitable Example[10]CO4LBriefly explain about[10]CO5L1.search engine optimization.2.A vector space model for XML retrievalII							L2				
6								L3				
CI				CCI				HOL	D-AIM	L		

LICN	



Internal Assessment Test 2 – DEC 2024

Sub:	INFORMATION I			ernal Assessment	1030 2	Sub Code:	BAI515B	Branch		т	
<u> </u>											
Date:	13 / 12/2024	Duration:	90 mins	Max Marks:	50	Sem / Sec:	V /	A,B,C		CO	
	ſ			ny of 5 Questions				Ν	MARKS		RBT
1	Explain Aho-Cor	rasick Algoritl	nm for Patt	ern Searching.					[10]	CO4	L3
	Build a Trie (or K	leyword Tree) of all wor	ds.							
	Input: text = "ah	ishers"	arr[] = {"he	", "she", "hers'	', "his'	'}					
	Definition-4										
	Drawing- 4 Explanation-2										
	² (a) Explain index compression with an example.								[05]	CO5	L2
2 (u)	Definition-4								[05]	0.05	
	Explanation-1										
(b)	Given a string s a	and string t. A	Apply Bover	-Moore algorit	hm to	o remove all	occurrences o	fa	[05]	CO4	L3
	string t in a strin										
	Input: s = "ababa	-	'aba"								
			aba								
	Definition-4										
	Explanation-1										
3	Given a text txt[0n-1] and a	pattern pat	:[0m-1] where	e n is t	he length of	the text and n	n is	[10]	CO4	L3
	the length of the	e pattern, Ma	ke use of a	function patte	ern sea	arch(char pa	t[], char txt[])	that			
	write all occurre	•									
	Input: txt[] = "	• ••		at[] = "TEST".							
	Definition-4		L.								
	Drawing- 4										
4	Explanation-2								[10]	004	1.0
4	Explain Multidir	nensional inc	lexing with	Suitable Exam	ble				[10]	CO4	L2
	Definition-4 Drawing- 4										
	Explanation-2										
5.	Briefly explain a	bout							[10]	CO5	L2
	1.search engine										
	2.A vector space	•		I							
	Definition-4										
	Drawing- 4										
	Explanation-2									~ ~ .	
6	How to build a S		-			e '\0' is the s	string terminat	ion	[10]	CO4	L3
	character.How t	o search a pa	ttern in the	e built suffix tre	е						
	Definition-4										
	Drawing- 4 Explanation-2										
CI	Explanation-2			CCI				HOD-A	ML	1	I
<u> </u>				001				nob n			

IISN						
0.514						1



Internal Assessment Test 2 – Dec 2024

Sub :	INFORMATION	RETRIEVAL	Sub Code:	BAI515B	Branch:	AIMI	-				
Dat e:	13 / 12/2024	Duration:	90 mins	Max Marks:	50	Sem / Sec:	V / A, B, C	1		OBE	
	I	1	1	1		1			M A	СО	RB T
<u>Answ</u>	er Any of 5 Que	<u>stions</u>							R		
									KS		

1.

Explain Aho-Corasick Algorithm for Pattern Searching.

Build a Trie (or Keyword Tree) of all words.

Input text: "ahishers" arr = {"he", she, "hers", "his"}

-Aho-Corasick algorithm is an **extension of the KMP algorithm** and is **specifically designed to efficiently search for multiple patterns in a text**.

[10] CO1 L2

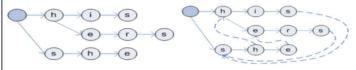
-It is capable of handling a set of patterns **simulatenously**.

-Aho-Corasick Algorithm employs a **Trie-like data structure** to represent the set of patterns and employs a more **general set of failure transitions**.

-When a mismatch occurs during the pattern matching process, instead of restarting from the beginning,

Aho-Corasick utilizes the **failure transitions** to quickly jump to the **longest proper suffix** of the **currently matched prefix**.

text = "ahishers" pattern[] = {"he", "she", "hers", "his"}



Building of keyword tree (1 - after first step, 2 - tree with fail function) text = "ahishers" pattern[] = {"he", "she", "hers", "his"}

(h) S (e)

Building of keyword tree (1 - after first step, 2 - tree with fail function)

text = "ahishers" Failure function i 123456789 f(i) 0 0 0 1 2 0 3 0 3

	Output
	function
\bigcirc	i output(i)
9	2 {he}
	5 {she, he}
	7 {his}
	9 {hers}

Keywords found: 3,["his"]; 5,["she","he"]; 7,["hers"]

) Explain Index Compression with an Example.	[05]	co^{2}	L2
	[03]	02	L2
Index Compression			
Index compression is a technique used in information retrieval system index while maintaining its efficiency for searching. Large-scale search generate massive indexes to map words to documents or locations in indexes is crucial to save storage space and improve query performa	ch engines and databases n text, and compressing these		
Compression techniques are applied to both inverted indexes (used forward indexes . The aim of index compression is to:	for storing postings lists) and		
1. Minimize storage requirements.			
2. Reduce disk I/O latency for faster access.			
3. Improve search performance by reducing the index size.			
Index Compression Techniques			
1. Vocabulary Compression			
The vocabulary in an inverted index contains unique terms (words) t Since natural language has redundancy, compressing vocabulary terr Techniques include :			
• Truncated Coding: Use shorter codes for common words.			
• Dictionary Encoding : Store the vocabulary in sorted order an similar words.	nd use relative storage for		
2. Postings List Compression			
The postings list stores document IDs (and positions) where a term a very large and need compression. Techniques include :	appears. These lists can be		
• Gap Encoding: Instead of storing absolute document IDs, sto consecutive document IDs.	ore differences (gaps) between		
• Variable-Length Encoding: Encode gaps using fewer bits for	smaller numbers.		
Bit-Level Encoding: Compress each integer to use minimal b Encoding, Golomb Coding).	its (e.g., Elias Gamma		
Example:			
Consider the following documents:			
• Doc 1: "The cat sat on the mat."			
• Doc 2: "The cat ate a rat."			
Step 1: Build the Inverted Index			

The inverted index maps terms to the list of document IDs where they appear: Term Posting List 1, 2 cat 1 sat on 1 the 1, 2 mat 1 ate 2 S a 2 rat.

Step 2: Apply Gap Encoding

Instead of storing absolute document IDs, we store **gaps** (differences) between consecutive IDs:

Term	Original Posting List	Gap Encoded List
cat	1, 2	1, 1
the	1, 2	1, 1
sat	1	1
on	1	1
mat	1	1
ate	2	2
а	2	2
rat	2	2

Explanation:

- For cat: Original list = [1, 2]. Gap Encoded List = [1, 1] (2 1 = 1).
- For the: Original list = [1, 2]. Gap Encoded List = [1, 1] (2 1 = 1).

Step 3: Variable-Length Encoding

To further compress the gap-encoded list, we use a variable-length encoding method such as Elias Gamma Encoding:

 Elias Gamma Encoding represents a number n as 1^(log2(n))0 followed by the binary representation of n without the leading 1.

For the gap-encoded list:

Term	Gap Encoded List	Elias Gamma Encoding
cat	1, 1	1, 1
the	1, 1	1, 1
sat	1	1
on	1	1
mat	1	1
ate	2	010
а	2	010
rat	2	010

Step 4: Compress Vocabulary

The vocabulary can be further compressed using front-coding:

- Sort the terms alphabetically.
- Store the first word completely. For subsequent words, only the prefix difference is stored.

For example:

Sorted Terms	Stored Compression
ate	ate
а	1 a
cat	cat
mat	1 mat
on	1 on
rat	1 rat
sat	1 sat
the	the

Here, instead of repeating full words, prefix differences are stored after the first word.

,	Moore Algorithm to Remove All Occurrences of a Pattern	[05]	CO2	L2
The Bo	over-Moore Algorithm is an efficient string-matching algorithm that uses two heuristics:			
1.	Bad Character Heuristic			
2.	Good Suffix Heuristic			
	processes the pattern to speed up the searching phase and skips unnecessary comparisons ning the pattern smartly against the text.			
Proble	em Statement			
Given:				
٠	Text t = "abababab"			
٠	Pattern s = "aba"			
We ne	ed to remove all occurrences of the pattern from the text using the Boyer-Moore algorithm.			
Key St	eps			
1.	Preprocessing : Build the bad character table for the pattern.			
2.	Search Phase: Use the bad character heuristic to efficiently search for the pattern in the text and find all matches.			
3.	Post Processing: Remove all matches (occurrences of the pattern) from the text.			
Step 1	: Preprocessing - Bad Character Heuristic			
	ad character heuristic shifts the pattern when a mismatch occurs. A table is constructed to the last occurrence of every character in the pattern.			
For the	e given pattern s = "aba":			
•	Build the bad character table as follows:			
Chara	cter Last Occurrence (Index)			
а	2			
b	1			
•	If a mismatch occurs at a character, we check the bad character table to determine how			

We slide the pattern s over the text t and compare characters from right to left. If there is a mismatch, we use the **bad character heuristic** to shift the pattern. Initialize: • $n = 8 \rightarrow$ Length of text t = "abababab" • m = 3 → Length of pattern s = "aba" Procedure: 1. Align the pattern at the start of the text. Compare characters from right to left. 2. If a mismatch occurs, use the bad character heuristic to determine the shift. 3. If the pattern matches completely, record the position and continue searching further down the text. 4. Repeat until the entire text is processed. Example Execution **Text**: t = "abababab" Pattern: s = "aba" Initial Alignment: Text: abababab Pattern: a b a 1. **Compare** from right to left: • t[2] = a matches s[2] = a t[1] = b matches s[1] = b \circ t[0] = a matches s[0] = a Match found at index 0. • Record the match position. • Shift the pattern to continue searching. Shift Pattern to Index 2: Text: abababab Pattern: aba 2. Compare from right to left: • t[4] = a matches s[2] = a \circ t[3] = b matches s[1] = b

 \circ t[2] = a matches s[0] = a Match found at index 2. • Record the match position. • Shift the pattern further. Shift Pattern to Index 4: Text: abababab Pattern: aba 3. **Compare** from right to left: \circ t[6] = a matches s[2] = a o t[5] = b matches s[1] = b \circ t[4] = a matches s[0] = a Match found at index 4. • Record the match position. • Shift the pattern further. Shift Pattern to Index 6: Text: ababab Pattern: aba 4. **Compare** from right to left: \circ t[6] = a matches s[2] = a ◦ $t[7] = b \rightarrow$ Mismatch occurs. Use the bad character heuristic to shift the pattern. Since b is at index 1 in the bad character table, shift the pattern to align with the next possible position. **Final Matches** The pattern s = "aba" is found at positions **0, 2, and 4** in the text t. Step 3: Remove All Occurrences After identifying all positions where the pattern occurs (0, 2, and 4), remove the pattern aba from these positions.

Original Text: abababab		
After Removal:		
• Remove aba starting at index 0 \rightarrow Remaining text: bababab		
• Remove aba starting at index 2 \rightarrow Remaining text: bab		
Final Result:		
Resultant Text: "b"		

	of the pattern, write a fu	attern pat[0m-1] where n is the length of the text and m is the inction search(char pat[],char txt[]) that prints all occurrences of	[10] CC	52
-	txt[] = "THIS IS A TEST TE "TEST"	XT"		
BadCha	ar Table:-			
Т	3			
E	1			
S	2			
	• • • • •	responding text character. In based on the Bad Character Heuristic		
"THI <u>S</u> I: "TES <u>T</u> "	S A TEST TEXT"	Mismatch on 'S' [Move (M-1)-2 = 1 Space]		
"THIS <u>I</u> "TES <u>T</u>	S A TEST TEXT"	Mismatch on 'l' (Move (M) = 4 Spaces)		
	S A_TEST TEXT" TES <u>T</u> "	Mismatch on ' ' (Move (M) = 4 Spaces)		
"THIS I	S A TEST TEXT" " TEST "	Matches, move one space over		
"THIS I	S A TEST_TEXT" "TES <u>T</u> "	Mismatch on ' ' (Move (M) = 4 Spaces)		
"THIS I	S A TEST TE <u>X</u> T" "TE <u>S</u> T"	Mismatch on 'X ' (Move (M) = 4 Spaces)		
END				
Patterr	n pat found once in the g	iven string txt.		
me set]			

 Search engine optimization SEO stands for search engine optimization. Let's break that down in the context of your website. Search: What people do when they want to find an answer to a question or a product or service that meets their needs. Search engine: A site (like Google or Bing) where a person can perform said search. Search engine optimization: What you do to get said search engine to connect said search with your site. A formal definition of SEO: Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More customers: To get your site optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers: To get your site optimized not search engine, your business. If Google trusts you, then people trust you. Higher ROI:	Briefly explain about:	[05]	CO3	L2
 Search: What people do when they want to find an answer to a question or a product or service that meets their needs. Search engine: A site (like Google or Bing) where a person can perform said search. Search engine optimization: What you do to get said search engine to connect said search with your site. A formal definition of SEO: Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine of the tintents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it <u>gets more traffic</u> which equates to increased braid awareness, as well as More customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves th	Search engine optimization			
 service that meets their needs. Search engine: A site (like Google or Bing) where a person can perform said search. Search engine optimization: What you do to get said search engine to connect said search with your site. A formal definition of SEO: Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine of the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers.'To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it.	SEO stands for search engine optimization. Let's break that down in the context of your websit	e.		
 Search engine optimization: What you do to get said search engine to connect said search with your site. A formal definition of SEO: Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic, which equates to increased brand awareness, as well as More customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 		or		
 with your site. A formal definition of SEO: Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well a More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	• Search engine: A site (like Google or Bing) where a person can perform said search.			
 Search engine optimization is a set of technical and content practices aimed at aligning a website page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 		arch		
 page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and surfaced in the SERP for relevant queries. A simpler definition of SEO: SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	A formal definition of SEO:			
 SEO is about making improvements to your website's structure and content so its pages can be discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	page with a search engine's ranking algorithm so it can be easily found, crawled, indexed, and	ite		
 discovered by people searching for what you have to offer, through search engines. The simplest definition of SEO: SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	A simpler definition of SEO:			
 SEO is what you do to rank higher on Google and get more traffic to your site. Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 		è		
 Yes, Google is just one search engine of many. There's Bing. Directory search engines. Even Instagram is a search engine. But capturing <u>92%</u> of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it <u>gets more</u> traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	The simplest definition of SEO:			
 Instagram is a search engine. But capturing <u>92%</u> of the market share, the terms "Google" and "search engine" are synonymous for the intents and purposes of this post. Benefits & importance of SEO People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it <u>gets more traffic</u> which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	SEO is what you do to rank higher on Google and get more traffic to your site.			
 People are searching for any manner of things both loosely and directly related to your business. These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	Instagram is a search engine. But capturing 92% of the market share, the terms "Google" and			
 These are all opportunities to connect with these people, answer their questions, solve their problems, and become a trusted resource for them. More website traffic: When your site is optimized for search engines, it gets more traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	Benefits & importance of SEO			
 traffic which equates to increased brand awareness, as well as More customers: To get your site optimized, it has to target keywords—the terms your ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 	These are all opportunities to connect with these people, answer their questions, solve their	ss.		
 ideal customers/visitors are searching—meaning you'll get more relevant traffic. Better reputation: Ranking higher on Google builds instant credibility for your business. If Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 				
 Google trusts you, then people trust you. Higher ROI: You put money into your website, and into the marketing campaigns that lead back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it. 		r		
back to your website pages. A top-performing site improves the fruits of those campaigns, making your investment worth it.		s. If		
How does SEO work?	back to your website pages. A top-performing site improves the fruits of those campai			
	How does SEO work?			

	w does Google determine which pages to surface in the search engine results page (SERP) y given query? How does this translate into traffic to your website? Let's take a look at how orks.		
•	Google's search crawlers constantly scan the web, gathering, categorizing, and storing the billions of web pages out there in its index. When you search for something and Google pulls up results, it's pulling from its index, not the web itself.		
•	Google uses a complex formula (called an algorithm) to order results based on a number of criteria (ranking factors—which we'll get into next) including the quality of the content, its relevance to the search query, the website (domain) it belongs to, and more.		
•	How people interact with results then further indicates to Google the needs that each page is (or isn't) satisfying, which also gets factored into the algorithm.		

4 (b) Vector space model for XML retrieval

VECTOR SPACE MODEL

[05] CO2 L3

Microsoft Bill Gates

Title Author Author

Book

Author

Gates

. . .

Microsoft (Bill)

Microsoft Bill Gates

(Book)

Title

Representing XML Documents - Decompose text nodes into individual word nodes ,Use lexicalized subtrees as vector space dimensions , Captures both content and structure .

Querying and Retrieval - Represent queries as vectors in the same space .Use SIMNOMERGE, a modified cosine similarity function .SIMNOMERGE considers context resemblance between query and document paths.

Relaxed Matching (SIMMERGE) - SIMMERGE relaxes matching conditions further collects term statistics from relevant contexts.

Main idea: lexicalized subtrees Aim: to have each dimension of the vector space encode a word together with its position within the XML tree. How: Map XML documents to lexicalized subtrees.

Take each text node (leaf) and break it into multiple nodes, one for each word. E.g. split Bill Gates into Bill and Gates

Define the dimensions of the vector space to be lexicalized subtrees of documents – subtrees that contain at least one vocabulary term

Document similarity measure

(Book)

Author

Bill Gates

Title

Microsoft

The final score for a document is computed as a variant of the cosine measure, which we call SIMNOMERGE. SIMNOMERGE(q, d) =

 $\sum_{c_k \in B} \sum_{c_l \in B} \operatorname{CR}(c_k, c_l) \sum_{t \in V} \operatorname{weight}(q, t, c_k) \frac{\operatorname{weight}(d, t, c_l)}{\sqrt{\sum_{c \in B, t \in V} \operatorname{weight}^2(d, t, c)}}$

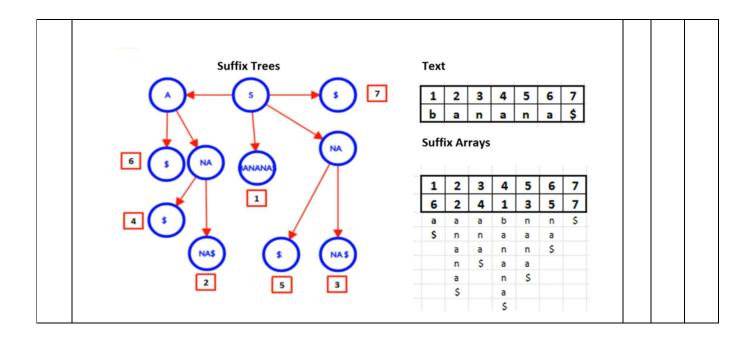
 \Box V is the vocabulary of non-structural terms

D B is the set of all XML contexts

 \Box weight (q, t, c), weight(d, t, c) are the weights of term t in XML context c in query q and document d, resp.

SIMNOMERGE(q, d) is not a true cosine measure since its value can be larger than 1.0.

						iven text? "banana\0" where \0 is the string termination rn in the built Suffix Tree?	[10]	CO3	L2
Suffix	Tre	e Stru	cture						
• As	uffix	tree	is a tr	ie da	ata s	tructure built over all the suffixes of the text.			
• Th	e poi	inters	to th	e su	ffixes	are stored at the leaf nodes			
• Th	is tri	e is co	mpac	cted	into	a Patricia tree (compressing unary paths).			
Searc	hing								
Many	bas	ic pat	terns	suc	h as	words, prefixes, and phrases can be searched by a simple trie			
searc	h.								
Space	Ine	fficier	ncy:						
Each	trie r	node d	consu	mes	12 t	o 24 bytes, depending on the implementation.			
Even	with	index	king o	nly v	word	beginnings, it incurs a space overhead of 120% to 240% over			
the te	ext si	ize.							
catego i while lo	r ies : ossy are tl	lossle compr	ss and ressio mary	d los n all type	sy co ows :	rieval efficiency. Text compression can be divided into two main mpression. Lossless compression maintains the exact original text some information to be discarded to achieve higher compression. ext compression techniques used in IR:	,		
						ta with the suffix words are as follows nana\$, anana\$, banana\$,			



MULTIDIMENSIONAL INDEX	[10] CC
 Multidimensional indexing is used to efficiently handle and query data w spatial data (e.g., latitude and longitude), temporal data (e.g., time series (e.g., machine learning). 	
 The goal is to organize the data in a way that minimizes the search space nearest-neighbor queries, or other complex operations. 	ce when performing range queries,
KEY CONCEPTS IN MULTIDIMENSIONAL INDEXING	
Multidimensional Data:	
 Data points have multiple attributes or dimensions (e.g., spatial coordir other measurable attributes). 	nates like latitude and longitude, time, or
- Ex: `(x, y)` for 2D spatial data or `(x, y, z, t)` for 3D space and time.	
Objective:	
 Enable efficient queries such as range queries (find all points within a re 	egion) or nearest-neighbor searches.
Indexing Structures:	
STEPS IN MULTIDIMENSIONAL	INDEXING
	INDEXING
Data Preprocessing:	INDEXING
Data Preprocessing: Normalize and map multidimensional data into a suitable structure. 	
Data Preprocessing: • Normalize and map multidimensional data into a suitable structure. • Ex: For spatial data, convert geographical coordinates into a Cartesia	
Data Preprocessing: • Normalize and map multidimensional data into a suitable structure. • Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction:	
Data Preprocessing: • Normalize and map multidimensional data into a suitable structure. • Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction: • Use a multidimensional data structure to organize data points:	an coordinate system.
Data Preprocessing: Normalize and map multidimensional data into a suitable structure. Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction: Use a multidimensional data structure to organize data points: Divide the space into partitions (e.g., grid cells or hierarchical region 	an coordinate system.
Data Preprocessing: • Normalize and map multidimensional data into a suitable structure. • Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction: • Use a multidimensional data structure to organize data points:	an coordinate system.
Data Preprocessing: Normalize and map multidimensional data into a suitable structure. Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction: Use a multidimensional data structure to organize data points: Divide the space into partitions (e.g., grid cells or hierarchical region 	an coordinate system.
 Data Preprocessing: Normalize and map multidimensional data into a suitable structure. Ex: For spatial data, convert geographical coordinates into a Cartesia Index Construction: Use a multidimensional data structure to organize data points: Divide the space into partitions (e.g., grid cells or hierarchical region Store data points in the corresponding partitions. 	an coordinate system. s).

COMMON MULTIDIMENSIONAL INDEXING STRUCTURES

R-Tree:

- Organizes spatial data hierarchically using bounding rectangles.
- Ex: Query for points within a bounding box.

KD-Tree:

- Splits the data space into regions using a binary tree.
- Ex: Query for the nearest neighbor to a point.

Quadtrees:

- Divides 2D space recursively into quadrants.
- Ex: Query for all points in a specific quadrant.

Grid Indexing:

- Divides space into uniform grids.
- Ex: Query for all points in a grid cell.