Relevance Ranking for Vertical Search Engines

Bo Long, Yi Chang

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In plain, uncomplicated language, and using detailed examples to explain the key concepts, models, and algorithms in vertical search ranking, *Relevance Ranking for Vertical Search Engines* teaches readers how to manipulate ranking algorithms to achieve better results in real-world applications.

This reference book for professionals covers concepts and theories from the fundamental to the advanced, such as relevance, query intention, location-based relevance ranking, and cross-property ranking. It covers the most recent developments in vertical search ranking applications, such as freshness-based relevance theory for new search applications, location-based relevance theory for local search applications, and cross-property ranking theory for applications involving multiple verticals.

- Foreword by Ron Brachman, Chief Scientist and Head, Yahoo! Labs
- Introduces ranking algorithms and teaches readers how to manipulate ranking algorithms for the best results
- Covers concepts and theories from the fundamental to the advanced
- Discusses the state of the art: development of theories and practices in vertical search ranking applications
- Includes detailed examples, case studies and real-world situations

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