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ning of each regular issue of the PCT Gazette.*

(54) Title: OPTIMAL WORD AND PHRASE PLACEMENT METHOD AND SYSTEM FOR GOVERNING SEARCH RE-
SULTS RANKING

(57) Abstract: A method and system for optimizing search results ranking through optimal word and phrase placement is dis-
closed. The inventive method provides for efficient retrieval of relevant responses to queries mediated by search engines. Statistical
weighting of word and phrase placement is used to satisfy ranking goals. Alternate embodiments include optimization for non-word
searcher input and results such as audio or audio- visual combinations.

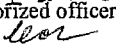


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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER IPC: G06F 17/30(2006.01) USPC: 707/1,3 According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED Minimum documentation searched (classification system followed by classification symbols) U.S. : 707/1,3 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) EAST, IEEE		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,829,599 B2 (Chidlovskii) 7 December 2004 (07.12.2004), column 4, lines 39-65; column 5, lines 2-23; figure 1B.	1,2
X	US 6,643,639 B2 (Biebesheimer et al) 4 November 2003 (04.11.2003), column 3, lines 28-63; column 4, lines 1-17; figure 1.	1,2
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
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Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201		Authorized officer  Don Wong Telephone No. 703-305-3900