

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 February 2012 (16.02.2012)

(10) International Publication Number
WO 2012/021655 A3

- (51) **International Patent Classification:**
G06F 17/30 (2006.01) *G06Q 30/00* (2012.01)
- (21) **International Application Number:**
PCT/US2011/047297
- (22) **International Filing Date:**
10 August 2011 (10.08.2011)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
12/854,644 11 August 2010 (11.08.2010) US
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- (81) **Designated States (unless otherwise indicated, for every kind of national protection available):** AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PE, PG, PH, PL, PT, QA, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:**
 - with international search report (Art. 21(3))
 - before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))
- (88) **Date of publication of the international search report:**
10 May 2012

(54) Title: OPPORTUNITY IDENTIFICATION AND FORECASTING FOR SEARCH ENGINE OPTIMIZATION

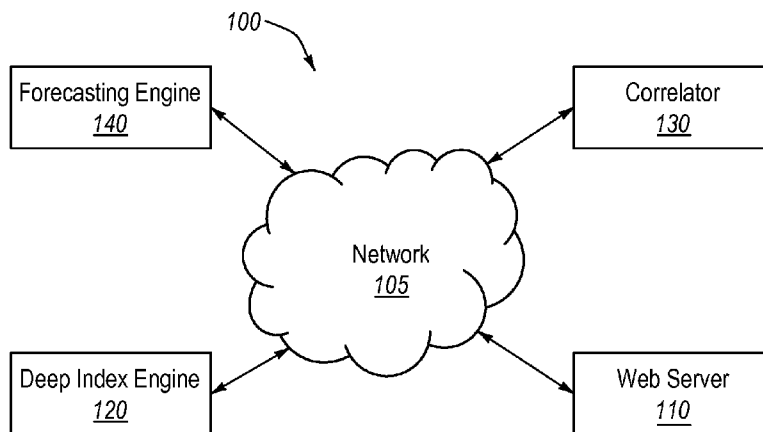


Fig. 1

(57) **Abstract:** A method of optimizing placement of references to an entity includes identifying at least search term to be optimized, determining a score for results of a search of a network with respect to the entity, determining costs associated with improving the score, and determining values associated with improving the score.

WO 2012/021655 A3

A. CLASSIFICATION OF SUBJECT MATTER**G06F 17/30(2006.01)i, G06Q 30/00(2006.01)i**

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)

G06F 17/30; G06F 7/00; G06F; G06F 17/27

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: "correlation, search, terms, query, result, improve, score, rank, value"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 2005-055015 A2 (OVERTURE SERVICES, INC. et al.) 16 June 2005 See the abstract, paragraphs 4-11.	1-20
A	WO 2009-134522 A1 (MICROSOFT CORPORATION) 05 November 2009 See the abstract, paragraphs 17-64.	1-20
A	US 2006-0122991 A1 (RAMAN CHANDRASEKAR et al.) 08 June 2006 See the abstract, paragraphs 11-19.	1-20
A	US 2007-0100824 A1 (MATTHEW R. RICHARDSON et al.) 03 May 2007 See the abstract, paragraphs 4-11.	1-20

 Further documents are listed in the continuation of Box C. See patent family annex.

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"&" document member of the same patent family

Date of the actual completion of the international search

19 MARCH 2012 (19.03.2012)

Date of mailing of the international search report

20 MARCH 2012 (20.03.2012)

Name and mailing address of the ISA/KR

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Facsimile No. 82-42-472-7140

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2011/047297

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