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(54) Title: SYSTEM AND METHOD FOR IMPROVING THE SEARCH VISIBILITY OF A WEB PAGE

(57) Abstract: A system and method for updating a web page to improve search visibility. In one aspect, a web page is updated by refreshing the web page using values obtained from a database, wherein the values have been selected to improve the search visibility of the web page. The values may be search engine optimized HTML code delivered to a web server from an external database server. In another aspect, a request is received for a web page, and in response to the request, an alternate web page is sent. The alternate web page corresponds to the requested web page, but further has content (e.g., search-optimized meta data) to improve the search visibility of the requested web page.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US07/69074

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06F 17/30(2006.01)**

USPC: 707/10,104.1;709/203,219
 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. : 707/10,104.1; 709/203,219

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)
 Please See Continuation Sheet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,980,963 B1 (HANZEK) 27 December 2005 (27.12.2005), column 1 - col.umn 34.	1-20
T	US 7,360,166 B1 (KRZANOWSKI) 15 April 2008 (15.04.2008), entire reference.	1-20
Y	US 6,721,747 B2 (LIPKIN) 13 April 2004 (13.04.2004), entire reference.	1-20

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

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"A" document defining the general state of the art which is not considered to be of particular relevance	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
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"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

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International application No.
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Continuation of B. FIELDS SEARCHED Item 3:

EAST:

web\$1, page\$1, refresh\$3, updat\$3, xml, code\$1, database\$1, data near base\$1, retriev\$3, quer\$3, search\$3, value\$1, repositor\$3, obtain\$3, optimized, content\$1, data, meta-data, metadata, visibilit\$3, tag\$1, type\$1, devic\$3, visit\$1, activit\$3, action\$1, click\$1, mobile\$1, cellular, PDA, track\$3.