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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, BN, 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, 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, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, 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.

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- 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))

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20 March 2014

- (54) **Title:** AUTOMATED LANDING PAGE GENERATION AND PROMOTION FOR REAL ESTATE LISTINGS

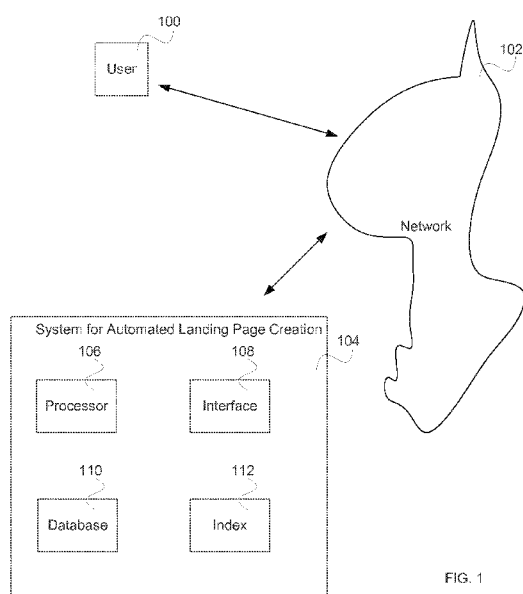


FIG. 1

- (57) **Abstract:** A system for automatic landing page creation comprises a processor configured determine a set of popular search queries. The processor is configured to create, automatically, a landing page for each of the set of popular search queries.

**A. CLASSIFICATION OF SUBJECT MATTER**

IPC(8) - G06F 7/00, G06Q 30/00 (2013.01)

USPC - 707/732, 705/14.54

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)

IPC(8): G06F 7/00, G06Q 30/00 (2013.01)

USPC: 707/732, 705/14.54

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

IPC(8): G06F 7/00, G06Q 30/00 (2013.01)

USPC: 707/705, 706, 722, 732, 759, 769; 705/1.1, 14.4, 14.53, 14.54, 313; 709/208, 213, 217; 711/700 (keyword limited; terms below)

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

PatBase; Google(Web); Search terms used: landing page URL search query term keyword generation creation popular frequent similar relevant group category ranges attributes top logarithmic rooms bedroom size

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

| Category* | Citation of document, with indication, where appropriate, of the relevant passages                                                                                                                                 | Relevant to claim No. |
|-----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Y         | US 2011/0071997 A1 (Sullivan et al.) 24 March 2011 (24.03.2011), entire document especially para [0009], [0010], [0029]-[0031], [0057]-[0088], [0102], [0107]                                                      | 1-21                  |
| Y         | US 7,979,457 B1 (Garman et al.) 12 July 2011 (12.07.2011), entire document especially col. 21, ln. 40-50; col. 22, ln. 10-25; col. 24, ln. 25-41; col. 69, ln. 10-35; col. 70, ln. 1-10, 40-45; col. 77, ln. 23-50 | 1-21                  |
| Y         | US 2006/0010091 A1 (Wada et al.) 12 January 2006 (12.01.2006), para [0032], [0101]                                                                                                                                 | 7                     |
| A         | US 2009/0063468 A1 (Berg) 05 March 2009 (05.03.2009), entire document especially para [0006], [0029], [0041], [0043], [0053]-[0055], [0070], [0071], [0074]                                                        | 1-21                  |
| A         | US 2010/0070529 A1 (Gokturk et al.) 18 March 2010 (18.03.2010), entire document                                                                                                                                    | 1-21                  |

☐ Further documents are listed in the continuation of Box C.

## \* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"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

"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

"&amp;" document member of the same patent family

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