A Research of Applying Fuzzy-AHP and BPNN to Website Structure Analysis-Case Study on Google PageRank

應用Fuzzy-AHP 與BPNN 於網站結構評估分析之研究-以Google PageRank 為例

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摘要

Many traditional web site structures will downgrade the ranking during modern Internet searching engines. Some experts pointed out that there are many factors in the web site structure that will affect the acceptance and ranking of Internet searching engine. This study is to collect the measurable index from the web
site structure and to apply the quantitative indicators from Google PageRank instead of the real order of web site. Back-propagation neural network training is used to simulate the ranking on Internet and to measure the index by analyzing the level based on fuzzy theory. The result can be used to provide a guide for adjusting structure during the early stage of creating web site and to get a reasonable prediction of the ranking.

關鍵字：Google PageRank; Back-Propagation Neural Network; Fuzzy-AHP