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Koningstein

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(54) **RANKING DOCUMENTS**

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G06F 17/30 (2006.01)

(52) **U.S. Cl.** **707/723**; 707/748

(58) **Field of Classification Search** 707/711, 707/722, 723, 748
See application file for complete search history.

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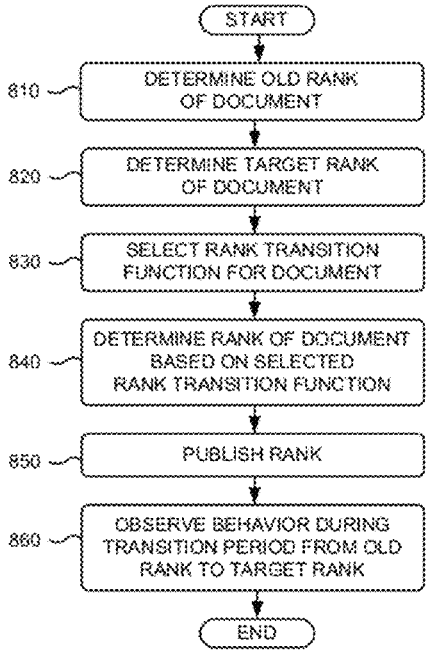
(57) **ABSTRACT**

A system determines a first rank associated with a document and determines a second rank associated with the document, where the second rank is different from the first rank. The system also changes, during a transition period that occurs during a transition from the first rank to the second rank, a transition rank associated with the document based on a rank transition function that varies the transition rank over time without any change in ranking factors associated with the document.

29 Claims, 10 Drawing Sheets