

Inktomi Search Engine criteria?

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Unfortunately, not all Web pages contain information that is valuable to a user. Some pages are created deliberately to trick the search engine into offering inappropriate, redundant or poor-quality search results; this is often called "spam." Inktomi does not want these pages in the index.

What Inktomi Considers Unwanted

Some, but not all, examples of the more common types of pages that Inktomi does not want include:

- Pages that harm accuracy, diversity or relevance of search results
- Pages dedicated to directing the user to another page
- Pages that have substantially the same content as other pages
- Sites with numerous, unnecessary virtual hostnames
- Pages in great quantity, automatically generated or of little value
- Pages using methods to artificially inflate search engine ranking
- The use of text that is hidden from the user
- Pages that give the search engine a different page than the public sees (cloaking)
- Excessively cross-linking sites to inflate a site's apparent popularity
- Pages built primarily for the search engines
- Misuse of competitor names
- Multiple sites offering the same content
- Pages that use excessive pop-ups, interfering with user navigation
- Pages that seem deceptive, fraudulent or provide a poor user experience