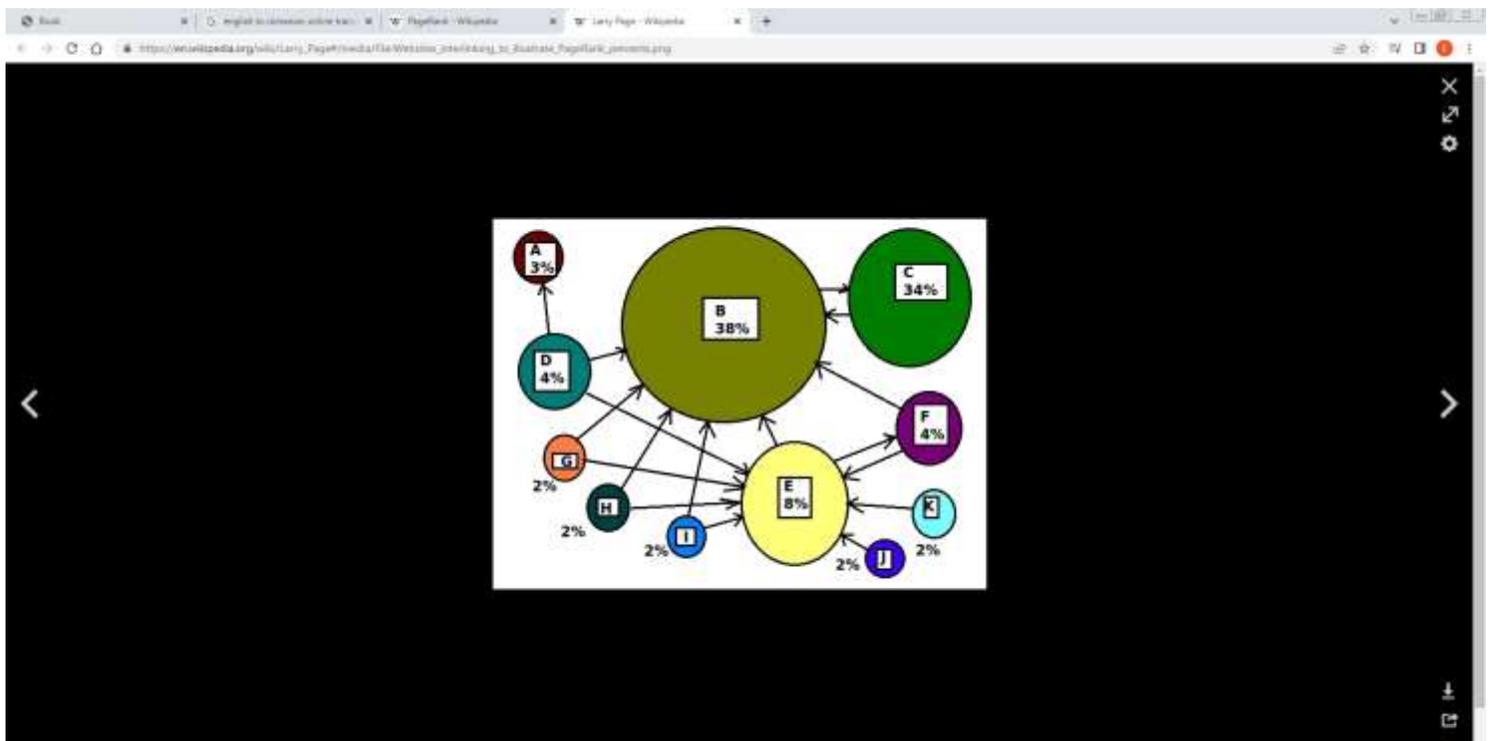


“Page came up with the concept of weighted ranking, PageRank, while Brin figured out the math”.



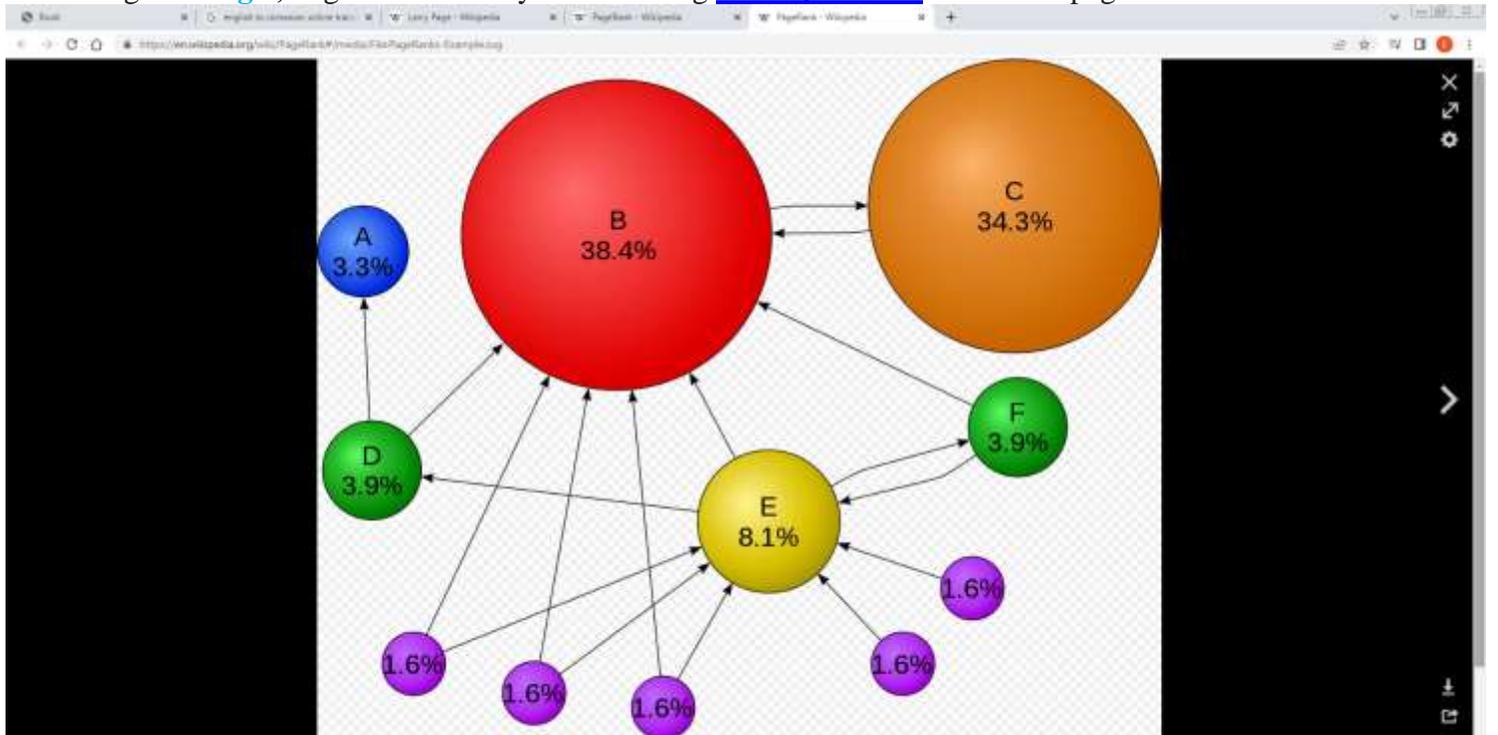
The mathematical website interlinking that the PageRank algorithm facilitates, illustrated by size-percentage correlation of the circles. The algorithm was named after Page himself.

[More details](#)

If you want to know all about [Page](#)'s algorithm then just click on [PageRank](#) link below the picture OR here on [PageRank](#) [an [algorithm](#) used by [Google Search](#) to rank [web pages](#) in their [search engine](#) results. It is named after both the term "web **page**" and co-founder [Larry Page](#).

PageRank works by counting the **number** and **quality** of links **to** a web page to determine a rough estimate of **how important the website is**.

According to [Google](#), PageRank is a way of measuring [the importance](#) of website pages:



Mathematical PageRanks for a simple network are expressed as percentages. (Google uses a logarithmic scale.) Page C has a higher PageRank than Page E, even though there are fewer links to C; the one link to C comes from an important page and hence is of high value. If web surfers who start on a random page have an 82.5% likelihood of choosing a random link from the page they are currently visiting, and a 17.5% likelihood of jumping to a page chosen ...

[More details](#)

**C** page is the **ONLY** one **RECEIVING** link from page **B**, the most **POWERFUL (38.4%)** website because it receives links from **7** pages (including page **C**) that makes page **C** ==> **34.3%**!

The underlying assumption is that **more important** websites are likely to receive **more links** from **other websites**! WHY did Larry name his **backlinks** project **BackRub** which was for a year (1996-1997) and the name of the search engine (**BackRub**), which in 1997 became (and remained) **Google**? Ask Larry, he told me just to bother you with this question: mission accomplished!

I wrote about the two names of the search engine, and the company **Google** in **CHAPTER 03: How Google Was Born and what was Born ... from that!**

Currently, PageRank is not the only algorithm used by Google to order search results, but it is the first algorithm that was used by the company, and it is the best known. As of September 24, 2019, PageRank and all associated patents are expired.