

## Internship project: Increasing a website visibility in Google

**Company:** Webton BV

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**Supervisor UT:** Nelly Litvak

**Study program:** MSc-AM, MSc-CS, all tracks of Data Science

**Preferable starting date:** fall 2018

### Project description.

Webton currently executes SEO (search engine optimization) campaigns for 1200 clients. For each client we want to achieve the maximum score in search engine Google. We do this on the basis of know-how of 15 years of experience and by reading in daily on international forums. Intuitively, we have unraveled Google's algorithm for about 70-80%. Now we would like to combine our experience with solid scientific approach, based on mathematical modelling and machine learning.

Webton is looking for a contemporary model that gives an insight into the functioning of the algorithm of Google and on the other hand it can have a predictive value for potential customers. The student can base his/her ideas on existing literature (e.g. [1]) but also adapt the known methods to the specific needs of Webton.

Interested in this project? Please contact prof. Nelly Litvak [n.litvak@utwente.nl](mailto:n.litvak@utwente.nl)



[1] Su, A. J., Hu, Y. C., Kuzmanovic, A., & Koh, C. K. (2010, August). How to improve your Google ranking: Myths and reality. In *Web Intelligence and Intelligent Agent Technology (WI-IAT), 2010 IEEE/WIC/ACM International Conference on* (Vol. 1, pp. 50-57). IEEE.