

- ① CRAWL the web ...
- ② Efficiently index the documents (D)
- ③ search for phrase P and filter documents containing P, (D_p).
- ④ Rank order in terms of importance (D_p^{Rank}).
- ⑤ Use the person's past history to reorder (D_p^{pRank}).

What she searched
in the past

What youtube
Videos she
watched

Where did
she go?



What did she
buy in The
store?

