



# Original Results from Needlebot's Keyword Search Tool

## Example 1a: User seeks information about Oracle applications for Utilities Industries

Keywords Searched: **utilities**

1 - high rank: 1 - keyword rank: 1

[Utilities Applications | Oracle Applications](#)

**Utilities Applications | Oracle Applications ...INDUSTRY SOLUTIONS Utilities ... Utilities Applications WHY**

<http://www.oracle.com/industries/utilities/index.html>

*cached - more like this with or without keywords*

Click here for more pages similar to this result that contain the original keyword.

2 - high rank: 2 - keyword rank: 1

[Microsoft Word - webpg\\_DistribUTECH\\_utilities.doc](#)

**DistribUTECH\_utilities.doc ORACLE UTILITIES AT DISTRIBUTECH 2008 ORACLE UTILITIES DISTRIBUTECH**

<http://www.oracle.com/industries/utilities/oracle-utilities-distributech-2008.pdf>

*cached - more like this with or without keywords*

2 of the top 10 hits are related to Oracle applications for the utilities industries

3 - high rank: 3 - keyword rank: 1

[Oracle Database Net Services Administrator's Guide](#)

..... 6-8 Oracle Net Control **Utilities** .....of Control **Utilities** .....

[http://download.oracle.com/docs/cd/B19306\\_01/network.102/b14212.pdf](http://download.oracle.com/docs/cd/B19306_01/network.102/b14212.pdf)

*cached - more like this with or without keywords*

4 - high rank: 4 - keyword rank: 1

[Oracle Database Net Services Administrator's Guide](#)

..... 6-6 Oracle Net Control **Utilities** .....of Control **Utilities** .....

[http://download.oracle.com/docs/cd/B28359\\_01/network.111/b28316.pdf](http://download.oracle.com/docs/cd/B28359_01/network.111/b28316.pdf)

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5 - high rank: 5 - keyword rank: 1

[Oracle8i Database Master Index: B \(Release 8.1.7\)](#)

Administration) backslash escape character (**Utilities**) [entry #2] (interMedia Text Reference...Import (**Utilities**) standby

[http://tahiti.oracle.com/pls/tahiti/tahiti.show\\_mindex?letter=B](http://tahiti.oracle.com/pls/tahiti/tahiti.show_mindex?letter=B)

*cached - more like this with or without keywords*

**Note:** When an ambiguous keyword such as **utilities** is selected, traditional keyword-based search engines typically display a mixture of relevant and irrelevant documents. For example, the above results also contain documents related to *Command-line Utilities* rather than just those related to the *Utilities Industries*.



Additionally, once a relevant result has been found, traditional search engines do not usually provide users with an efficient tool to find other highly relevant documents. The results of similar pages tools offered by other search engines, such as Google, are often inadequate since they simply retrieve additional pages, whether or not they actually contain the same *topics* as the selected hit.

**Needlebot's Similar Pages tool** overcomes this problem by retrieving results based upon their *conceptual similarity* to the selected document.



# Improved Results using Needlebot's Similar Pages Tool (with keywords)

## **Example 1b: User seeks information about Oracle applications for Utilities Industries**

Keywords Searched: **utilities** – followed by Similar Pages tool (**with** keyword)

Similar Pages: <http://www.oracle.com/industries/utilities/index.html>

Sort by: content at coarse resolution

### 1 - high rank: 1 - keyword rank: 1

[Utilities Applications | Oracle Applications](#)

Utilities Applications | Oracle Applications ...INDUSTRY SOLUTIONS Utilities ... Utilities Applications WHY

<http://www.oracle.com/industries/utilities/index.html>

*cached - more like this with or without keywords*

### 2 - high rank: 4 - keyword rank: 23

[Oracle Applications for Utilities Industries - Gas](#)

Oracle Applications for Utilities Industries - Gas ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/gas.html>

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### 3 - high rank: 5 - keyword rank: 23

[Oracle Applications for Utilities Industries - Electricity](#)

Oracle Applications for Utilities Industries - Electricity ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/electricity.html>

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### 4 - high rank: 12 - keyword rank: 20

[Oracle Applications for Utilities Industries - Water](#)

Oracle Applications for Utilities Industries - Water ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/water.html>

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### 5 - high rank: 20 - keyword rank: 20

[Oracle Applications for Utilities Industries - Waste](#)

Oracle Applications for Utilities Industries - Waste ...SOLUTIONS Utilities

<http://www.oracle.com/industries/utilities/waste.html>

*cached - more like this with or without keywords*

Needlebot's Similar Pages Tool retrieved additional highly relevant hits, related to Gas, Electricity, Water, and Waste utilities, and displayed them at the top of the page.

In contrast, these hits are ranked 20 and 23 based on standard keyword relevancy techniques (here: Oracle SES).

**Note:** By simply applying Needlebot's Similar Pages tool (**with** keywords) to the hit at position #1 in the



original results list, (see page 5), we were able to retrieve five extremely relevant results displayed at the top of the new search results list. These included hits related to Oracle applications for each of the four major Utilities Industries: Gas; Electricity; Water; and Waste.

The above example demonstrates how Needlebot's Similar Pages tool (with keywords) can help the user to find multiple highly relevant results even when their original choice of keywords is not optimal.