



Original Results from Needlebot's Keyword Search Tool

Example 6a: User seeking educational training courses to learn PL/SQL

Keywords Searched: **PL/SQL**

1 - high rank: 1 - keyword rank: 1

[PL/SQL: one to many relation ...](#)

PL/SQL: one to many relation ... Database » SQL and **PL/SQL** Thread: **PL/SQL:** one to many relation
<http://forums.oracle.com/forums/thread.jspa?threadID=605825&tstart=0>

cached - more like this with or without keywords

2 - high rank: 2 - keyword rank: 1

[PL/SQL: one to many relation ...](#)

PL/SQL: one to many relation ... Database » SQL and **PL/SQL** Thread: **PL/SQL:** one to many relation
<http://forums.oracle.com/forums/thread.jspa?threadID=605825&tstart=0&start=0>

cached - more like this with or without keywords

Hits number 1 and 2 point to the same page.

3 - high rank: 3 - keyword rank: 1

[OCI Programming Advanced Topics](#)

transactions, fetch state from a statement, **PL/SQL** package state, and so on. This makes the...Oracle Database **PL/SQL** Packages and

http://download.oracle.com/docs/cd/B28359_01/appdev.111/b28395/oci09adv.htm

cached - more like this with or without keywords

The top 5 keyword search results contain no relevant hits related to PL/SQL training courses.

4 - high rank: 4 - keyword rank: 1

[PL/SQL - Oracle Wiki](#)

PL/SQL - Oracle Wiki A...It's easy! **PL/SQL** This is a preliminary...change, feel free. **PL/SQL**, the Procedural Language

<http://wiki.oracle.com/page/PL%2FSQL>

cached - more like this with or without keywords

5 - high rank: 5 - keyword rank: 1

[Implementing Application Context and Fine-Grained Access Control](#)

for fine-grained auditing or for use in **PL/SQL** conditional statements or loops This cache...set by the **PL/SQL** package in that

http://download.oracle.com/docs/cd/B19306_01/network.102/b14266/apdvcntx.htm

cached - more like this with or without keywords

Note: Needlebot's User Profiles (personalized search tool) will reorder the original list of search results based upon their conceptual similarity to a selected user profile: e.g. selecting the **Student profile** is likely to return education related hits when the keyword "**PL/SQL**" is entered. (See page 22).



Results Reordered using Needlebot's User Profiles Tool (Student profile)

Example 6b: User seeking educational training courses to learn PL/SQL

All 5 of the top 5 pages in the result list reordered by the "Student Profile" are related to PL/SQL training courses and are highly relevant.

Keywords Searched: **PL/SQL** – using Needlebot's User Profiles to reorder the results
Sort by: **Student profile** at high resolution

1 - high rank: 63 - keyword rank: 62

[BC: USA's largest independent provider of Oracle training](#)
success. **PL/SQL** Performance Tuning Training Course - New! 5-day on-site - A customized Oracle **PL/SQL** tuning course
<http://www.dba-oracle.com/training.htm>
cached - more like this with or without keywords add to profile STUDENT

2 - high rank: 189 - keyword rank: 176

[Oracle Database 10g: Introduction To Sql](#)
Administrators End Users Forms Developer **PL/SQL** Developer Portal Developer Return...Program with **PL/SQL** Oracle
http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17216GC20
cached - more like this with or without keywords add to profile STUDENT

3 - high rank: 18 - keyword rank: 1

[Certification Approved Courses](#)
certification. Introduction to Oracle8i: SQL and **PL/SQL** Oracle9i Database: Fundamentals I Oracle9i
http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getpage?page_id=112
cached - more like this with or without keywords add to profile STUDENT

4 - high rank: 190 - keyword rank: 176

[Oracle Database 10g: Introduction To Sql](#)
top Audience: System Analysts **PL/SQL** Developer Technical Consultant Database...Program with **PL/SQL** Oracle Database
http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17216GC10
cached - more like this with or without keywords add to profile STUDENT

Original high ranks of the hits emphasize that most these hits were buried below many unrelated hits.

5 - high rank: 16 - keyword rank: 1

[Oracle Database 10g: Sql And Pl/Sql Fundamentals](#)
Oracle Database 10g: Sql And **Pl/Sql** Fundamentals "A script enabled browser is...Database 10g: SQL and **PL/SQL** Fundamentals What

Although this hit has a keyword rank of 1, because many hits have the same keyword rank, it was originally displayed at the 16th place.



http://education.oracle.com/pls/web_prod-plq-dad/db_pages.getCourseDesc?dc=D17218GC20
cached - more like this with or without keywords add to profile STUDENT

Note: Needlebot's User Profiles (personalized search tool) has successfully reordered the original list of results to match the user's current interests. Hence, the **Student profile** popped up education related hits to the top when the keyword "**PL/SQL**" was entered since these hits are the most likely to be of interest to this individual, (see page 22).