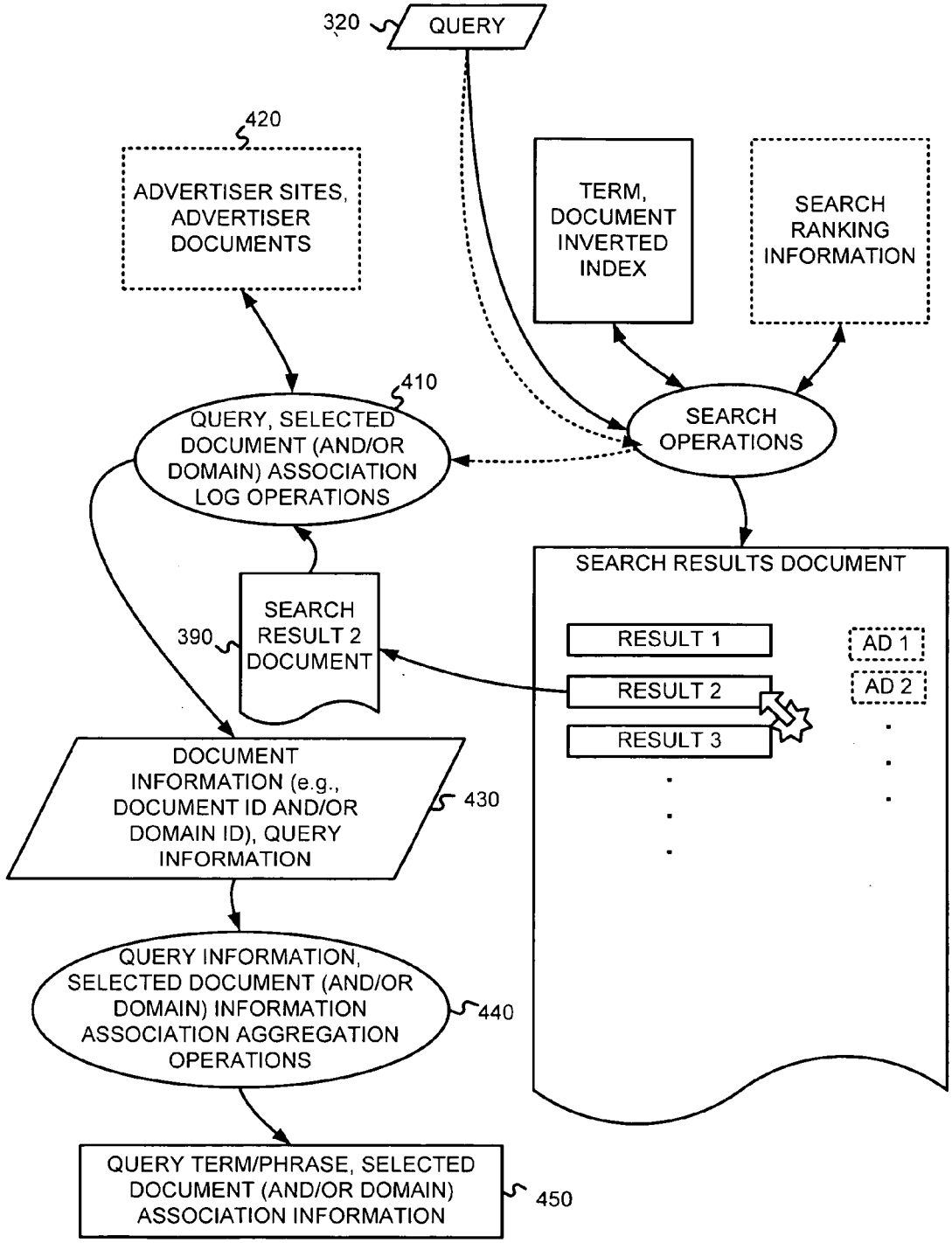
320
QUERY
420
ADVERTISER SITES, ADVERTISER DOCUMENTS
TERM, DOCUMENT INVERTED INDEX
SEARCH RANKING INFORMATION
410
QUERY, SELECTED DOCUMENT (AND/OR DOMAIN) ASSOCIATION LOG OPERATIONS
SEARCH OPERATIONS
SEARCH RESULTS DOCUMENT
390
SEARCH RESULT 2 DOCUMENT
RESULT 1
RESULT 2
RESULT 3
AD 1
AD 2
DOCUMENT INFORMATION (e.g., DOCUMENT ID AND/OR DOMAIN ID), QUERY INFORMATION
430
QUERY INFORMATION, SELECTED DOCUMENT (AND/OR DOMAIN) INFORMATION ASSOCIATION AGGREGATION OPERATIONS
440
QUERY TERM/PHRASE, SELECTED DOCUMENT (AND/OR DOMAIN) ASSOCIATION INFORMATION
450

FIGURE 4