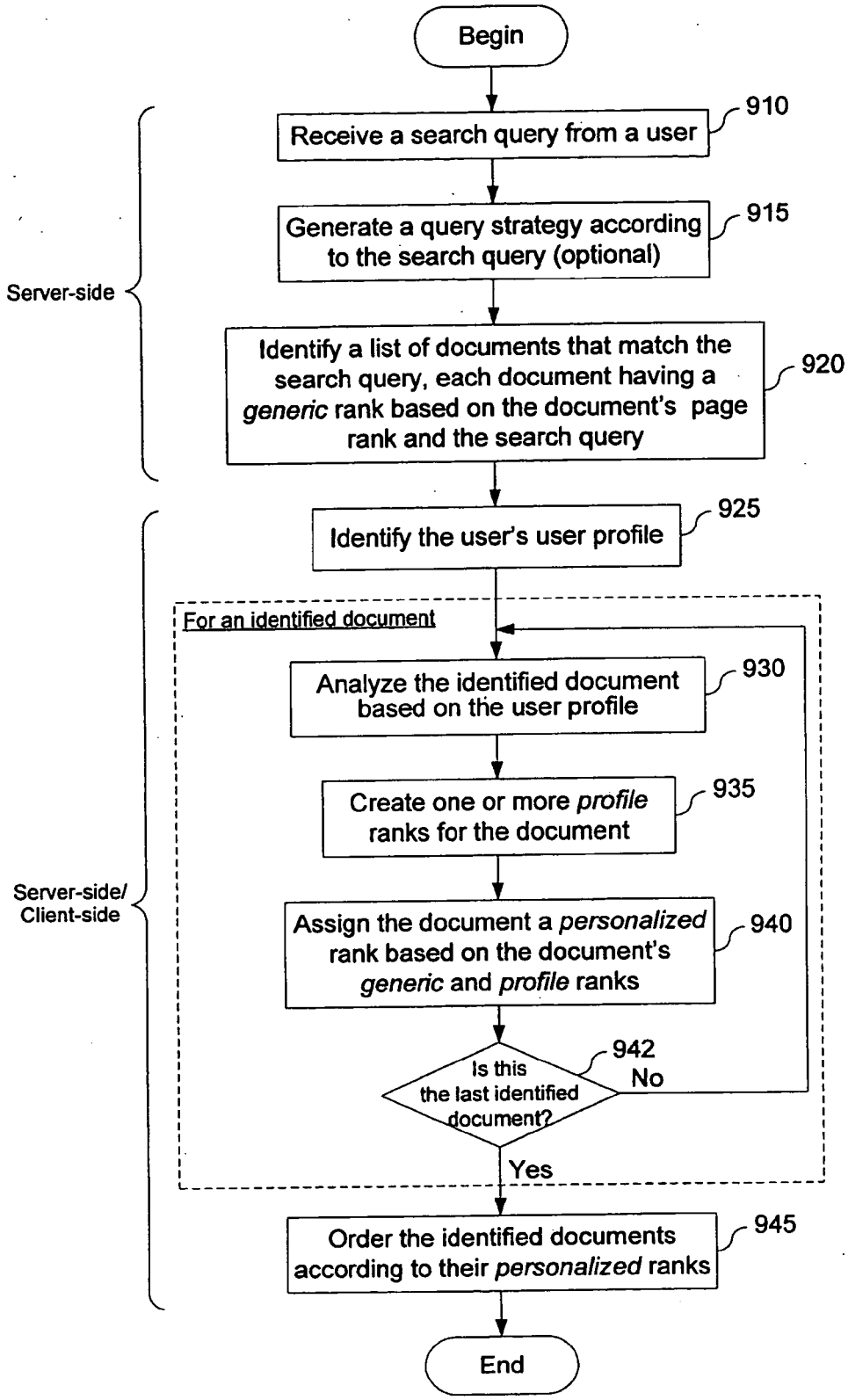
Begin
Receive a search query from a user
910
Generate a query strategy according to the search query (optional)
915
Server-side
Identify a list of documents that match the search query, each document having a *generic* rank based on the document's page rank and the search query
920
Identify the user's user profile
925
For an identified document
Analyze the identified document based on the user profile
930
Create one or more *profile* ranks for the document
935
Server-side/ Client-side
Assign the document a *personalized* rank based on the document's *generic* and *profile* ranks
940
Is this the last identified document?
942
No
Yes
Order the identified documents according to their *personalized* ranks
945
End

Fig. 9A