Abstract

Most modern search engines use Learning to Rank methods for search result ranking. These methods function on the basis of features, extracted from the data. In most cases, these features are based on the text content of the web page. However, recently it was proposed, that the exploitation of a documents visual information can benefit Learning To Rank (LTR). These visual features were used in combination with the text features to improve the feedback for the user. One problem in using the text features is that they rely on handcrafted formulas. A more intuitive solution would be to reproduce the features in a visual manner, and use the spatial information extracted from a webpage for learning and prediction. Such a approach would allow to create a model which depends only on visual information, without the use of handcrafted formulas and heuristics.