Yandex Signals
Signals

• Signals are factors that Yandex's search algorithm considers while ranking search result URLs
• They indicate the web page's quality/relevance
• Eg. Backlinks (links from other websites pointing to the page), social signals (likes/comments/shares), geolocation/language
• Yandex supposedly has more than 17k signals (17,854 assumed)
• The signals are ranked
• Page ranking factors can be static (eg. number of links leading to a page), dynamic (eg. based on the query words), or specific to search queries (eg. geolocation)
• Yandex has an intermediate layer (Metasearch) that serves cached results for popular queries

• If the results are not found there, the search query is sent to Basic Search (a series of thousands of different machines)

• Each builds a posting list of relevant documents then returns it to MatrixNet, Yandex’s neural network application for re-ranking, to build the SERP (Search Engine Results Page)

• Computing the posting lists is the first place to consider the ranking factors

• MatrixNet builds formulas based on tens of thousands of factors, increasing relevance of results significantly

• MatrixNet can also adjust factors (custom ranking formula) for specific query class (eg. music)
Number of slashes in URL

• Yandex uses signal FI_NUM_SLASHES as a ranking factor
• Weight: +0.05057609417
• Possible idea:
  • The number of slashes is proportional to the depth of the web page (i.e. how far it is from the root/home page)
  • The further the page is from the home page, the lesser important it should be to the query
Incorporating NUM_SLASHES into Yioop

- As a bonus factor [under Page Options] to be added to Doc Rank scores
- Declare NUM_SLASHES in configs/Config.php
- Add function `findNumSlashes($key)` to library/IndexDocumentBundle.php
  - Where $key is the document URL
- Add NUM_SLASHES/findNumSlashes($key) to getDocKeyPositionsScoringInfo()
  [library/index_bundle_iterators/WordIterator.php]
References

• [https://searchengineland.com/yandex-leak-learnings-392393](https://searchengineland.com/yandex-leak-learnings-392393)
• [https://yandex.com/company/technologies/](https://yandex.com/company/technologies/)