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A ToolKit for Malleable Web Sites

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Abstract - It has been observed from literature that the subject of web mining and personalization has generated a large of interest across research community as well as industry. The popularity of a web site depends on there commendations it gets from other websites. The way the user navigates through website content is dynamic. Each web users traversal on a website can be seen as a Markov chains. A Markov model is built (of the web site) using past traversals on the hyperlinks as their accumulated navigation behavior.