

### Application Details

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| APPLICANT NAME                   | 1 . Dr. S.N.V. SIVA KUMAR<br>2 . DR. ASHA PRASUNA                           |
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(57) Abstract :

A METHOD AND SYSTEM FOR RANKING ENTITIES USING AUTOMATED INPUT-OUTPUT MODEL System and method of ranking entities are described. The method comprises steps of extracting a plurality of attributes associated with website content of a plurality of entities, wherein the plurality of attributes comprise static attributes and dynamic attributes that indicate performance metrics of the plurality of entities. An update made to at least one of the plurality of attributes associated with the website contents of the plurality of entities may be identified. A ranking score for each of the plurality of entities may be generated based on the identified update made to the at least one of the plurality of attributes associated with the website content of the plurality of entities. Each of the plurality of entities may be ranked according to their associated ranking score; and recommending at least one corrective measure to improve a performance of an entity based on the generated rank score of the entity. FIG. 2

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