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(54) **PROVIDING PARALLEL GENERIC WEB SITE SUPPORTING ANONYMOUS OR SEMI-ANONYMOUS INTERNET ACTIVITY**

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(52) **U.S. Cl.** **707/10; 707/3**

(58) **Field of Classification Search** **707/3, 707/10**

See application file for complete search history.

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(57) **ABSTRACT**

Parallel generic and non-generic versions of a Web site allow a user of the site to either remain anonymous (if accessing the generic version) or allow user information to be collected (if accessing the non-generic version). In one exemplary embodiment, a Web site may provide a user an interface for entering and processing a search query. A search query processed by a generic version of the Web site includes a marker that informs a Web server supporting the generic Web site that the user wishes to remain anonymous. A parallel non-generic version of the Web site may also interface with the same Web server as interfaced by the generic Web site, but permit a data collecting scheme at the Web server to collect user-specific or user-identifiable information. Such user information, if collected, can be used by the Web server to enhance the user's experience with the Web site.

16 Claims, 9 Drawing Sheets

