INTERNET BUSINESS CONCEPTS

WEEK #1:

THE HISTORY OF THE MODERN INTERNET

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HOW DID WE GET TO TODAY'S INTERNET?

You're enrolled in a course that will teach you the latest web development technology including:

- How to design the best visual elements of a website
 - How to create a great user experience
 - How to code a website
 - An understanding of SEO & different ways to use internet marketing

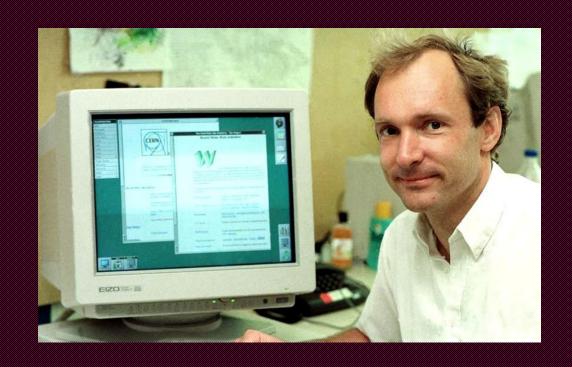
But let's take a moment to understand how we got to today's modern web practices

INTERNET HISTORY: 1960-1989

- 1960s: The US military begins awarding contracts to computer manufactures for "packet system networks", to enable military installations & laboratories to remain connected in peace & wartime situations
- 1982-1986: Standard internet communication protocol practices begin to be implemented. More interconnectivity between hubs.
- 1989: Tim Berners-Lee introduces the concept of Hypertext Protocol Transfer (HTTP) the birth of a webpage.
- 1990: First web server launched in CERN.



1990 IS IMPORTANT LIKE 1903 IS IMPORTANT





1993: MOZILLA ARRIVES

In 1993 Marc Andreessen creates & releases Mozilla, which redefines the Web browsing experience.

1993-1995: The World Wide Web rapidly enters the mainstream, with new terminology entering pop culture: website, browsers, surfing the web.



Would later become



INTERNET USER GROWTH OVER LAST 20 YEARS

1993: 14 million 2005: 1.03 billion

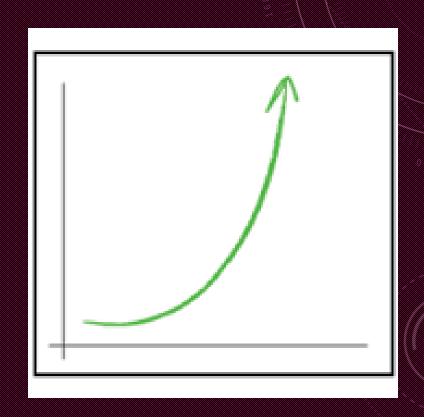
1995: 44 million 2008: 1.5 billion

1998: 188 million 2011: 2 billion

2000: 414 million 2013: 2.7 billion

2001: 502 million 2015: 3.18 billion

2003: 781 million 2016: 3.42 billion



THE BIRTH OF GOOGLE

March 1996: The first Google web crawler program appears. It begins to index webpages on the Internet as a research attempt by 2 university students. The program assigns a value to a page by its "importance" – links to it, server accessibility, how many times a search term appeared on the page.

While other "link directories" exist at the time, Google changed the game with its approach, grading of webpages and simplicity.



Search the web using Google!

10 results 💌 Google Search I'm feeling lucky

Index contains ~25 million pages (soon to be much bigger)

About Google!

Stanford Search Linux Search

Get Google! updates monthly!

your e-mail

Subscribe Archive

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THE IMPORTANCE OF GOOGLE'S INTRODUCTION

- Instead of having to manually submit your website to a link directory (Yahoo, Ask Jeeves, DMOZ), Google went out and looked for links on websites it already knew about – and then followed those links & added those websites to its directory
- This was the first concept of a search engine
- Online ads were in their infancy, and Google wasn't in the ad game at this stage of their business
- Other competitors were building gated communities (AOL), link directories, or independent website portals

OTHER EARLY PLAYERS THAT BECAME LEADERS IN THEIR INTERNET DOMAINS





OTHER EARLY PLAYERS THAT BECAME LEADERS IN THEIR INTERNET DOMAINS



NBA Draft Wimbledon

Winners Click Now!

vs. Tyson

Search options

Yellow Pages - People Search - Maps - Classifieds - News - Stock Quotes - Sports Scores

- Arts and Humanities Architecture, Photography, Literature...
- Business and Economy [Xtra!] Companies, Investing, Employment...
- Computers and Internet [Xtra!] Internet, WWW, Software, Multimedia.
- Education Universities, K-12, College Entrance...
- Entertainment [Xtra!] Cool Links, Movies, Music, Humor...
- Government Military, Politics [Xtra!], Law, Taxes...
- Health [Xtra!] Medicine, Drugs, Diseases, Fitness...

- News and Media [Xtra!] Current Events, Magazines, TV, Newspapers...
- Recreation and Sports [Xtra!] Sports, Games, Travel, Autos, Outdoors...
- Reference Libraries, Dictionaries, Phone Numbers..
- Regional Countries, Regions, U.S. States...
- Science CS, Biology, Astronomy, Engineering..
- Social Science Anthropology, Sociology, Economics...
- · Society and Culture People, Environment, Religion...



BUT THERE WERE MISTAKES MADE IN WEB 1.0



- No consistency between different websites (e.g. navigation bars)
- No knowledge of preferred user behavior
- Analytics were basic & didn't cover user functionality

BUT THERE WERE MISTAKES MADE IN WEB 1.0



Did you know...

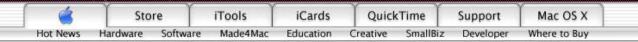
at it took three years to sell 100 million hamburgers, but by our 15th anniversary, we were selling them at a rate of 3.5 million per

Click on the Golden Arches to continue

- Static HTML = basic, takes minutes to load homepage
- Internet attention spans – how long were they & why?
- Image optimization? What's that?

EARLY 200S: WEB 2.0 ARISES

- Richer user experiences, focus on appeasing user's intent
- Deeper analytics uncovered user behavior patterns
- Increased functionality
- No more frames, better HTML, dynamic websites
- Flash allows for more interactivity, but Apple doesn't adopt it
- Move towards using "negative space" in design
- Introduction of "call to action" grid or button







Hot News Headlines See Photos From Eighth Annual Electronic Entertainment Expo.

Introducing Xserve.

Rack-optimized 1U design Dual 1GHz G4 Processors 2MB DDR L3 cache per chip 480GB storage capacity Unlimited Mac OS X Server

iPhoto 1.1

editing tools, and more ways to share your digital photos.

eMac for education.

PowerBook G4

800MHz G4 Processor 1MB DDR L3 Cache 1280x854 Hi-res Display DVI Digital Video Out ATI Mobility Radeon 7500

Search

Site Map | Search Tips

IBM.

LotusLive .

Abo

Services

ons S

Try

Buy

Login

Discover. Connect. Interact.

Online collaboration, meeting and mail services

Networking & Collaborating

Services designed to help you network and collaborate without boundaries.



LotusLive Engage

Integrated suite of Web collaboration tools designed around your online Web meeting service. Learn More

Register



LotusLive Connections

Integrated suite of Web collaboration services including file sharing, activity management, instant messaging, and networking capabilities - without the Web meeting service. Learn More

Coming Soon

Web Conferencing

Services offered for online meetings, weblinars and event management



LotusLive Meetings

(IBM Lotus Sametime Unyte Meeting)
Full-featured, online meetings with
integrated Web, voice and video
conferencing. Learn More

Buy

Try



LotusLive Events

(IBM Lotus Sametime Unyte Events)

Online Event management service that includes Lotus Sametime Uniyte Meeting plus registration, promotion, post-event follow up tools and more. Learn More IBM's Homepage circa 2004.

Headline is simple (3 words)

4 call-to-action buttons (twice to many by today's standards)

Text isn't overwhelming to reader

Clean navigation bar

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apply online

bespoke lettings



Property Partners Online

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Latest Properties



Lichtiges



Liver Sev



MODERNIA SERVICE

User Menu

View My Properties Manage My Properties My Profile Add a Property Real Estate homepage circa 2005

Nothing fancy, easy to understand page layout.

More text than the IBM homepage example, but that's OK for search engines.

Navigation bar in top strip

Graphics that easily visually identify what kind of site it is – house graphics!



- 1990: 1st website & browser
- 1993: Mosaic launches
- 1994: Yahoo!, Amazon launches
- 1997: Google launches
- 2001: Dotcom bubble bursts
- 2002: Web 2.0
- 2005: YouTube launches
- 2006: Twitter launches
- 2010: Instagram launches
- 2012: Facebook 1B users
- 2014: Alibaba: \$9.3B in 1 day
- 2016: Alibaba: \$17.7B in 1 day



- 1903: 1st powered flight
- 1906: France & Brazil fly
- 1910: 1st seaplane (then called flying boat)
- 1911: 1st military aircraft (scouting)
- 1913: 1st commercial passenger flight
- 1914: 1st gun mounted aircraft
- 1918: Airmail launched
- 1919: 1st parachute jump
- 1924: 1st round-the-world flight
- 1926: 1st polar flight
- 1927: Solo flight across the Atlantic Ocean
- 1929: 1st around the world flight

WHAT USERS WANT FROM WEBSITES TODAY

- Simplicity: ease of design, navigation, functionality, one-click away answers
- Mobile: Increasing use of mobile devices mean all websites need to be functional for different user experiences (desktop, tablet, phone)



Clarity / Understanding of audience: If a website is a resource (like)
Wikipedia or a university), loads of content. eCommerce? Clean
images, strong call to action. Your website doesn't need to be
"shiny" if your audience doesn't expect it.

WHAT USERS WANT FROM WEBSITES TODAY

Split-second decision making:

Internet users want to know they're on the right kind of website to solve their present problem.

Does your headline communicate that?



Do your images? Does your call to action make them want to take action?

WHAT USERS WANT FROM WEBSITES TODAY

• Fast-loading time: Not only does this help keep users on the website, it also now factors into search engine results.

Slower loading sites = on 2nd, 3rd pages of search engine results.



 Guidance: Users want to be told by the site what to do – but to not be told overtly or forcefully. Let them take the action naturally.