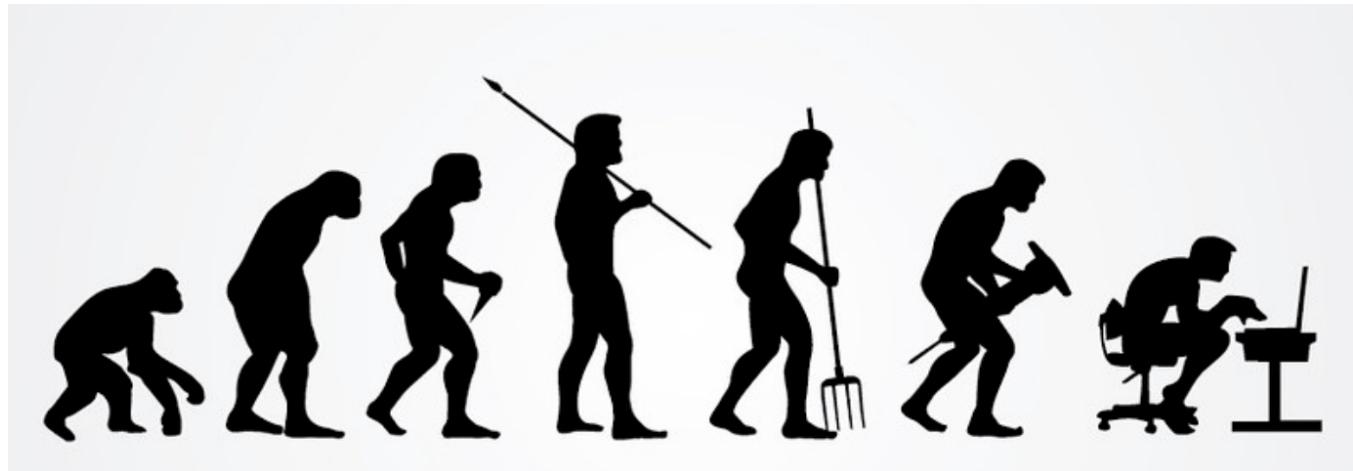


How have the worlds most popular websites evolved over time?

By Craig Godden-Payne@beardy.digital



Craig Godden-Payne
Apr 12 · 10 min read ★



Evolution

The web is constantly evolving, but what's amazing is seeing how far some of the major players have evolved. Here are some examples of how designs and layouts have changed over the last 30 years, and some I'm sure will really surprise you!

We will be looking at, and comparing the following sites, against their competitors

- Amazon
- Facebook
- Google
- Netflix
- Reddit

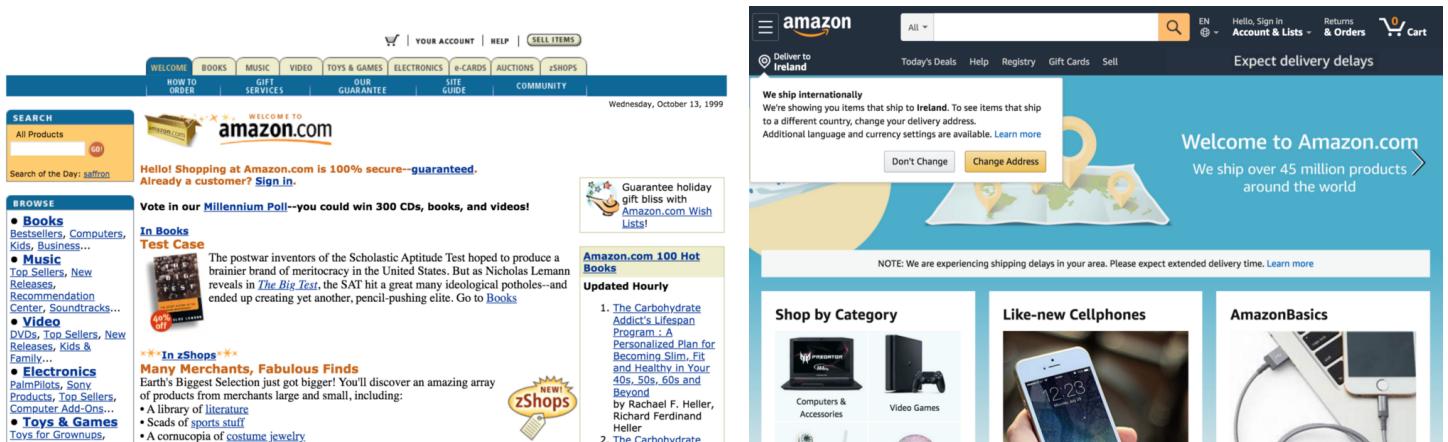
- Wikipedia
 - Yahoo
 - Youtube
- • •

Amazon.com

Amazon is known for its disruption of well-established industries through technological innovation and mass scale. It is the world's largest online marketplace, AI assistant provider, and cloud computing platform as measured by revenue and market capitalisation. Amazon is the largest Internet company by revenue in the world. It is the second largest private employer in the United States and one of the world's most valuable companies.

Amazon was first founded in 1994, although their web presence was spotted in 1999. The business back then, is similar to the business in 2020.

The content of the page has not changed much, although the styling has changed greatly.



Amazon.com homepage in 1999 vs 2020

In 1999, the main layout was built up from tables, un-styled hyperlinks and rounded corners built from images was all the rage in the early web, if you compare the website to other pages around the time, Amazon.com was very trendy.

Here are some other e-commerce sites from 1999:



categories
 Antiques (51465)
 Books, Movies, Music (24086)
 Coins & Stamps (77730)
 Collectibles (64018)
 Computers (69550)
 Dolls, Figures (42883)
 Jewelry, Gemstones (75714)
 Photo & Electronics (32617)
 Pottery & Glass (13008)
 Sports Memorabilia (246501)
 Toys & Beanie (223639)
 Miscellaneous (157739)
[all categories...](#)

HOME LISTINGS BUYERS SELLERS SEARCH HELP NEWSCHAT SITE MAP
 your personal trading community™
 Search | tips

Sell your item
 Get news and chat

 New to eBay?
 Register It's free and fun

Trade with confidence

stats
 1,988,983 items for sale in 1,589 categories now!
 Over 600 million page views per month!

Alibaba.com™
 Global Business To Business eMarket!
 Other Alibaba Sites | Global Chinese China

Join Free | Help | Sitemap | Make Alibaba Your Home | Recommend Alibaba To Your Friends

Have you made a deal today?
 Offers on Alibaba.com
Total number of Responses 275,879

Dear Alibaba Users NEW!
 Alibaba will be exhibiting at the Birmingham (UK) Spring Fair from February 6-10. If you are attending then please come to Booth B44 in Hall 12A and say hello. We would love to meet you and you will also get a free Alibaba hat.

New Visitor? Please click here!

Biz Opportunities | Company List | Sample House | BizMail | Biz Club | View Offers | Post Your Offers | What's New | Biz Express | SEARCH | Offers | Companies

Today's Offers

[IN] Buy Chemicals	[US] Buy Replica Watches	[JP] Buy Portable Dvd Player With LCD
[TW] Offer Kick Board	[AU] Sell Bulk And Bottled Wines	[UK] Sell Lithograph Collection
(MORE)		
Career Opportunities in Alibaba.com <small>NEW!</small>		
Receive Offers by Email		
Most Popular Features on Alibaba		

Agriculture (8422) **Environment** (971) **Photography & Optics** (640)
Apparel (5421) **Exhibitions & Fairs** (93) **Real Estate** (368)
Arts & Crafts (2368) **Food** (7001) **Security** (875)
Chemicals (8917) **Health & Medicine** (3725) **Services** (1679)
Computer & Software (3072) **Home Supplies** (6373) **Sport Products** (1053)
Construction & Decoration (4312) **Industrial Supplies** (9117) **Stocks** (1291)
Consumer Electronics (1554) **Mining and Metallurgy** (4520) **Textile** (4854)
Economic Cooperation (1518) **News & Media** (444) **Toys** (692)
Electronics (3747) **Office Supplies** (1617) **Trade Agent** (1969)
Energy (1487) **Packaging & Printing** (2291) **Transportation** (3158)
Entertainment (1020) **Personal Care** (1372) **Travel** (719)

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[Business Consultancy](#)
[Related Companies](#)

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 Get Local - eBay LA | Go Global! | Canada | UK

Last updated: 04/28/99, 04:15:01 PDT



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ebay.com in late 1999, and alibaba.com in early 2000

Websites around this time all looked very similar. Styling was an afterthought (probably because styling was not very advanced back then) and the focus seemed to be to cram as much information in as possible.

• • •

Facebook.com

Facebook is a social networking site that makes it easy for you to connect and share with family and friends online. Originally designed for college students, Facebook was created in 2004 by Mark Zuckerberg while he was enrolled at Harvard University

Although this isn't the first screenshot of Facebook, it seemed the most relevant for comparison.

The over content again seems very consistent with what we see today, there isn't a huge difference.

facebook

login sign up tour

Email:
 Password:

 Forgot Password?

facebook

Already a Member? Login

Facebook is a social utility that connects you with the people around you.

Everyone can use Facebook —

facebook

Email or phone | Password | Log In | Forgotten account?

Create an account

It's quick and easy.

First name | Surname
 Mobile number or email address
 New password

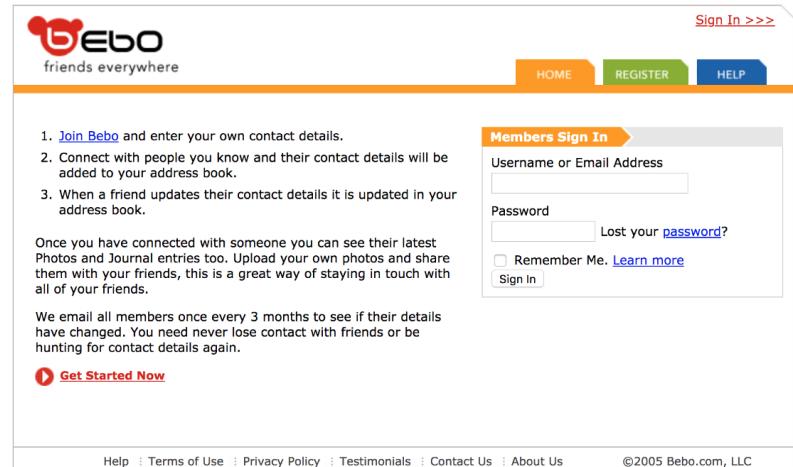
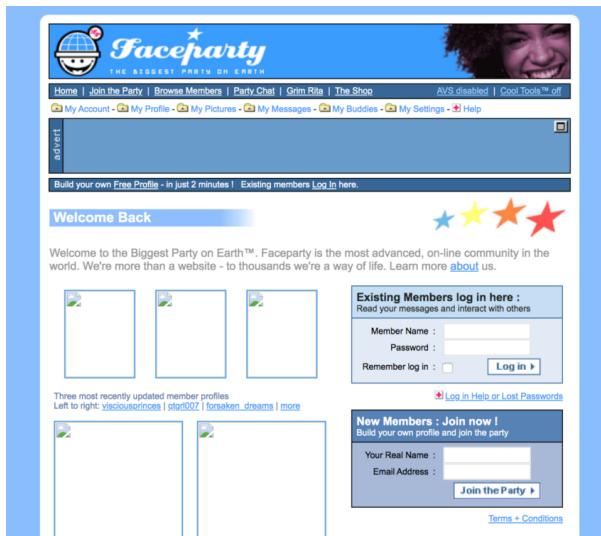


Facebook.com in 2007 vs 2020

In 2007, Facebook still used the same colourings, logo and font faces. The older page compared to the new one is a bit busier in terms of copy. In the newer version, the blurb around sign up is scaled down, and there isn't the same kind of introduction as to what Facebook is.

I guess with Facebook being the social media giant it is, it no longer needs to describe what service it is trying to offer its users.

Here are some shots of similar websites, around about the same time when facebook was starting out.



faceparty.com in late 2005, and bebo.com in 2005

Compared to Amazon above, you can really see the difference with what a few years has in terms of layout and design. There is much more styling on the pages, and although the layouts are mostly built up of tables still, they are starting to look more like a desktop application, than just a webpage with basic anchors.

• • •

Google.com

Google is a search engine that started development in 1996 by Sergey Brin and Larry Page as a research project at Stanford University to find files on the Internet. Larry and Sergey later decided the name of their search engine needed to change and decide upon Google, which is inspired from the term googol.

The google homepage has changed very little over the years. The biggest change is probably from the original google beta, where it contained an obvious table layout and gradient cells. This was very on trend for 1998!

Again the basics of the search input, the logo and some buttons seems to have worked well for them over the years.



Google.com in 1998 vs 2020

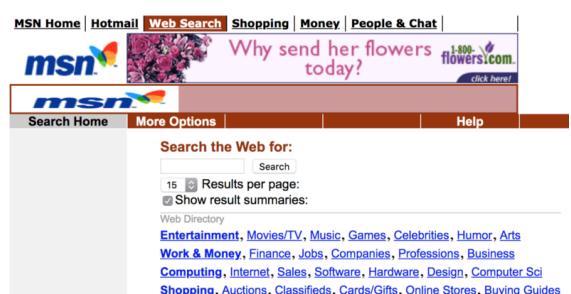
If you are interested in reading up on a history of the google homepage, check out my other medium article:

How Google's homepage has changed over the last 20 years

Google became the world's largest search engine, with over 70% of all searches performed through its search engine.

uxdesign.cc

Here are some shots of similar websites, around about the same time when google was starting out.



[Make Jeeves Your Homepage](#) [Ask Jeeves U.K.](#) [Advertise On Jeeves](#) [Become an Affiliate](#) [Investor Relations](#)

What are people asking **RIGHT NOW?** →

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MSN Worldwide Search sites:
To search from one of MSN's international sites, select one of the links below.
[Australia](#) [Canada](#) [France](#)
[Germany](#) [UK](#) [US](#)
[Japan](#)



Other Links:
[Free Games](#) [Chat](#)

Special Features:
[Free tax filing](#) [Faster connections & fewer busy signals](#)

ask.com in 2000, and search.msn.com in 2000

Pretty early on, people realised that search engine searching was something that would become popular, and everyone jumped on it.

Ask Jeeves was one of the big ones back in 2000, but it unfortunately it shut down in 2010, and outsourced to an unnamed search engine provider.

• • •

Netflix.com

Netflix is a streaming service that allows members to watch a wide variety of award-winning TV shows, movies, documentaries, and more on thousands of internet-connected devices.

The Netflix business changed a lot from its initial offering. Netflix's initial business model included DVD sales and rental by mail, but they eventually abandoned the rental market and moved to video streaming.

The homepage hasn't massively changed since its initial creation. It was more busy back in 2005, but the logo is similar, the colours are similar and the use of imagery remains.

Ranking	Website	Company Name	Customer Satisfaction
1	Netflix.com	Netflix Inc.	94
2	Amazon.com	Amazon.com Inc.	84
3	QVC.com	QVC Inc.	84
4	Amazon.com	Amazon.com Inc.	84
5	LLBean.com	LL Bean Inc.	83
6	Grocery.com	Grocery.com	83
7	Amazon.com	Amazon.com Inc.	83
8	Apple.com	Apple Computer Inc.	83
9	Amazon.com	Amazon.com Inc.	83
10	AMAZON.COM	Amazon.com Inc.	83

Netflix Ranks #1 in Customer Satisfaction
by Forsee Results and FGI Research

Welcome [How It Works](#) [Buy / Redeem Gift](#) [Member Sign In](#)

NET is the to rent

Rent all the **DRAMA** \$17.99 a month. **NO LATE FEES!**

[Sign Up Now!](#)

Over 50,000 Titles - Classics to New Releases
Free Shipping Both Ways
No Driving, No Lines, No Hassles
Always have up to 3 DVDs at home
No Commitments. Cancel Anytime.

NETFLIX

NETFLIX

Unlimited films, TV programmes and more.

Watch anywhere. Cancel at any time.

Email address [TRY IT NOW >](#)

Ready to watch? Enter your email to create or access your account.

Netflix.com in 2005 vs 2020

The Netflix user interface seems to be aimed at users of devices with smaller screens, such as mobiles or tablets, which seems to be common with this kind of industry.

MOVIES GAMES Sign In - Contact Us

Search by movie, cast, or character Advanced Search

Welcome to **BLOCKBUSTER Online®**

As low as **\$9.99** /mo.

Get DVD Rentals delivered **DIRECTLY TO YOUR DOOR**

CLICK FOR FREE TRIAL!

- No Late Fees
- More Than 40,000 Titles, Including Classics and New Releases
- Free Shipping Both Ways
- Each Month You'll Get 2 FREE In-Store Rentals

STEP 1 Browse from over 40,000 movie titles. **STEP 2** Receive up to 3 DVDs at one time right at your door! **STEP 3** Watch and return each movie at your leisure. We'll ship the next DVD in your Queue!

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AMG Portions of Content Provided by All Movie Guide®, a trademark of All Media Guide, LLC. © 2005 All Media Guide, LLC

Home | Create an account | Contact us | Help |

Login: Password: Connect

SEARCH

Search Videos OK

Videos | Channels | Users | Tags | Groups | Upload Videos | Via Webcam

VIDEOS ACCESS LATEST VIDEOS BROWSE TAGS

FEATURED VIDEO les ailes du papillon 2 favorites | 188 views | 1 comment HOT TAGS

Dans un lointain pays, les enfants opprimés par un roi avide de pouvoir et de reconnaissance n'ont pour seul répit que l'air de violon discret qui chaque soir, les endort et réveille les étoiles. Un jour, un autre roi

Posted yesterday by titouille offline animation 3d fantastique poésie enfants conte dessin animé

CHANNELS

Ads »	Animals »	Creation »	Extreme »	Fun »	Shortfilms »
PUB SUPER	EDMÉE	SANS_TITRE -	STUNT MOTO	GROLAND -	FOUTAISES

blockbuster.com in 2006 and dailymotion.com in 2006

It was hard to find direct competitors to compare from around the time of the creation of Netflix streaming ventures. Comparing these two sites, even to Netflix from the year previous, you can see how dated Blockbuster had become, and how other streaming sites were starting to evolve more into user content, like DailyMotion.

• • •

Reddit.com

Reddit is an American social news aggregation, web content rating, and discussion website. Registered members submit content to the site such as links, text posts, and images, which are then voted up or down by other members

Reddit has never really been known for its styling, more of a way of delivering user content to other users.

The content when comparing 2005 to 2020 has not changed a huge deal, although the styling has changed slightly.

want to join? register in seconds | submit | faq | feedback

reddit

Search

want to join? register in seconds | submit | faq | feedback

login/register

username:
password:
 remember me

what's my password?

Trending today

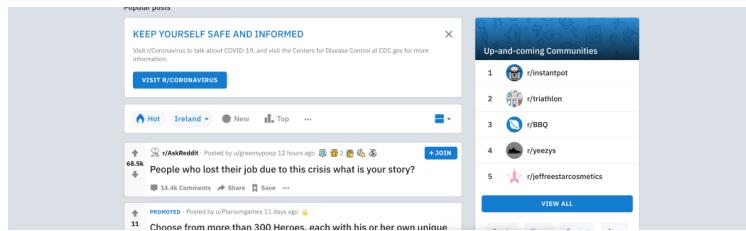
Pelosi by BioGeek 9 hours ago with score 16

Bergamo Doctor Antonio Riva ICU doctor from Bergamo Hospital, Italy.

Tulsi Representative Tulsi Gabbard suspends presidential campaign.

Playstation 5 Read at Ditch Founder "Dollar" before it's a year from its launch

5. [Eisner's Last Act? Find Disney's African Art at a Home.](#) (orlando sentinel.com)
 6. [EU deal threatens end to US dominance of internet](#) | The Register (theresister.co.uk)
 7. [NYC Traffic Cams + Google Maps](#) (akemias.com)
 8. [Brits use Terrorist Act to stop hecklers...and a good thing too!](#) (news.ft.com)
 9. [shining_redux.mov](#) (way.org)
 10. [Space mission aims to crack mystery of Earth's twin](#) (guardian.co.uk)
 11. ["Creative Commons Comics" debut on SNL this weekend](#) (boingboing.net)
 12. [Y Combinator Winter Founders Program](#) (ycombinator.com)
 13. [by Nutshaplo 19 hours ago with score 19](#)



Reddit.com in 2005 vs 2020

In 2005, direct hyperlinks to content were used for the posts, and the page title remained the main method of navigation.

If you look at current times, there is more client side functionality, such as ajax calls for upvotes etc.

Here are some shots of similar websites, around about the same time when reddit was starting out.

Startup News top | new | submit login/register

1. [I Dropped Out of Grad School Today](#)
21 points by sam 2 hours ago | 2 comments
2. [Why we made this site](#)
34 points by pg 5 hours ago | 7 comments
3. [Seven steps to remarkable customer service](#)
48 points by beau 1 day ago | 3 comments
4. [Scrapple-it: the ultimate fan management solution for any musician](#)
4 points by joe 32 minutes ago | 2 comments
5. [On Having Balls, Part II: Staying Hungry](#)
40 points by matt 1 day ago | 1 comment
6. [Odeo up for sale](#)
17 points by beau 11 hours ago | discuss
7. [A Startup news link submission site.](#)
22 points by herkirk 1 day ago | 15 comments
8. [Snipshot "the best" online photo editor](#)
19 points by perier 1 day ago | 2 comments
9. [Web 2.0 is a bubble for 3 reasons](#)
11 points by jayzy 1 day ago | discuss
10. [Startup School 2007: 3/24 at Stanford](#)
1 point by jayzy 1 day ago | discuss
11. [Do YOU have the balls to try? Part I](#)
18 points by jayzy 1 day ago | discuss
12. [Start up doing what? That's right, we really don't know.](#)
1 point by jayzy 1 day ago | discuss
13. [How to market to smart people](#)
13 points by boole 18 hours ago | discuss
14. [Hard disc test surprises Google](#)
16 points by pg 1 day ago | 4 comments
15. [BBC News: The mash-up future of the web](#)
5 points by perier 5 hours ago | discuss
16. [Hard Drive Myths: The Best Paper of FAST 2007 \(won over the Google one\)](#)
2 points by lifefan 58 minutes ago | 1 comment

Welcome to StumbleUpon!
Join 3,473,815 Stumblers & Discover New Sites
Channel surf the internet with the StumbleUpon toolbar to find great websites, videos, photos and more based on your interests. StumbleUpon learns what you like and makes better recommendations.
[Join StumbleUpon Today >](#)

Connect, Meet and Share
Connect with friends and share your discoveries, meet people that have similar interests, and check out what other people are discovering

Recently popular websites with StumbleUpon users
Show me more | What is this?
Full Screen Flash Video Demo
Reviewed by JDD001 on Jan 4, 2007
BBC Motion Gallery. Impressive and beautiful clips from around the world
73 reviews | Topic: Arts

Landscape photos | landscapes with a soul
Reviewed by mcgroovymama on May 24, 2007
great landscape & outdoor photos....if only i could just walk into one & disappear for a while.
212 reviews | Topic: photography, arts, landscapes

Milk
Reviewed by rugenius on Feb 14, 2007

Get the StumbleUpon Toolbar
version 3.005 | version 3.006
[Download now -- Free >](#)

Recent Stumblers
Show me more
 Fliti 26 / F Recife, Brazil
 bradley M California, USA
 Excertera 23 / F
 Shinster 27 / F

news.ycombinator.com in 2006, and stumbleupon.com in 2006

YCombinator was started in 2005, and looks like they almost took Reddit as the base of what they wanted to use and work from that. The only real difference is some of the colours, the basics remain.

StumbleUpon was a similar kind of user aggregated content engine, and looked better visually, as it used images as well as the content. StumbleUpon shutdown in June 2018

• • •

Wikipedia.org

Wikipedia is a free encyclopedia, written collaboratively by the people who use it. It is a special type of website designed to make collaboration easy, called a wiki. Many people are constantly improving Wikipedia, making thousands of edits every minute.

Wikipedia has always looked very similar. Little has changed over the years, mostly just coloured sections.

Unlike other websites, wikipedia focuses purely on delivering content to its users, without the fuss, so it makes sense to be viewed in this kind of format.

The image shows two side-by-side screenshots of the Wikipedia homepage. On the left is the 2004 version, which has a light blue header and sidebar. The main content area features a large image of a globe with the word 'WIKIPEDIA' overlaid. On the right is the 2020 version, which has a white header and sidebar. The main content area features a large image of a man, Luis Miguel, with the text 'Welcome to Wikipedia' above it. Both versions show the same basic layout with navigation links at the top and sidebar, and a main article section below.

Wikipedia is built using an open source engine called MediaWiki, which is why you may see other sites that look suspiciously similar to Wikipedia.

Here are some shots of similar websites, around about the same time when wikipedia was starting out.

The image shows two side-by-side screenshots. On the left is the Scholarpedia homepage from 2006, featuring a light blue header and sidebar. The main content area has a large image of a person's face. On the right is the Wayback Machine archive of the Wikipedia homepage from 2004, showing the original white design with a large globe image and the 'WIKIPEDIA' logo.

Scholarpedia uses the same MediaWiki engine that Wikipedia uses, which is why it looks so similar. Scholarpedia focuses more on academic journals.

Archive.org on the other hand uses its own engine, and again looks very similar to other wiki type websites, even if the website looks like it was straight out of 1999!

Yahoo.com

Yahoo! is an Internet portal that incorporates a search engine and a directory of World Wide Web sites organised in a hierarchy of topic categories. As a directory, it provides both new and seasoned Web users the reassurance of a structured view of hundreds of thousands of Web sites and millions of Web pages

Yahoo has been many things over the years, similar to google, but it started its life out as a kind of search engine.

Yahoo looked more like a web directory which was popular back in 1997, as the easiest way to index content on the web was through links and keywords, and search engines liked user submissions.

Yahoo! 1997

The 1997 Yahoo homepage was a hub of activity, featuring a variety of search and information boxes. It included a 'New' section with icons for News, Sports, and Entertainment, along with a 'Search' bar and a 'Sports Scores' section. A prominent 'Wimbledon' banner was displayed. The sidebar contained links for Arts & Humanities, Business & Economy, Computers & Internet, Education, Entertainment, Government, and Health.

Yahoo! 2020

The 2020 Yahoo homepage is minimalist and modern. It features a large, central search bar at the top. Below it is a clean navigation bar with links for Mail, News, Sports, Finance, Style, Answers, Weather, and More. The main content area displays news articles, such as 'The coronavirus could be Generation Z's 9/11' and 'Hey folks. Good news.' Tom Hanks releases update one week on from coronavirus diagnosis'. A weather forecast for Dublin is shown at the bottom right.

The content on the pages from 1997 to 2020 has changed quite a bit. Yahoo these days seems to be marketing itself as a news outlet rather than a search engine. The layout is much simplified and uses a much more minimalistic approach to content.

Here are some shots of similar websites, around about the same time when yahoo was starting out.

AOL.COM

Getting to Work: Sunday, February 7, 1999

You've Got One Week: Make this Valentine's Day one for the books.

Play Nice with Others: Join the Web crowd in Hometown AOL.

Daily Essentials

- Top News
- Stocks
- Scores
- Weather
- Deals & Steals
- Horoscopes
- AOL NetMail

SHOP HERE FOR BOOKS amazon.com

CDNOW Buy MUSIC

Check out our advertiser! Click here.

AOL Instant Messenger FREE! ALL NEW 2.0 Click Here!

LYCOS Your Personal Internet Guide

Search for: Go Get It! ®

Search News Search The Web

Lycos Network: Tripod.com | Angelfire.com | MailCity.com | WhoWhere.com | HotBot.com All Sites...

Reuters

My News: King Hussein Dies; Abdullah Crowned | Senators Look to Censure Option

Search the Web Here: Search!

AOL NetFind

- Web Search
- Yellow Pages
- White Pages
- E-mail Lookup
- Newsgroups
- Kids Only
- Personal Home Page
- Search
- Maps & Directions

Find long-lost pals with AOL White Pages for all 50 states.

Web Centers

- Autos
- Business & Careers
- Computing
- Entertainment
- Health & Fitness
- Home & Garden
- International
- Local
- News
- Personal Finance
- Pictures & Albums
- Research & Learn
- Sports
- Travel

Shortcuts New!

- Valentine's 1999
- Travel Bargains
- Buy a New Car
- Buy a Used Car
- TV Listings
- Movie Times
- Plan a Night In
- Plan a Night Out
- Crossword
- Save Money
- Get Tax Help
- Mortgage Calculators
- Research an Illness

Shopping Quick Gifts

Free Products Try AOL Now!

You've got mail with AOL NetMail!

Register now for AOL Instant Messenger and you could win \$2,000!

AOL NetMail AOL Instant Messenger - ALL New Version 2.0 Preview Download AOL

Featured Today:

Preview Travel cars.com

Apparel Auctions Auto Beauty & Jewelry Books & Music Computing Dept. Stores Electronics & Videos Flowers, Cards & Candy Gifts Gourmet & Grocery Home & Garden

Try AOL Now and get 100

News

Top News

World Politics Local Business Environment

Technology

Sports Entertainment Science Health

Headlines

Sunday, December 06, 1998

- Hyde Asks White House For Details On Witness Request
- Albert Gore Sr., Father Of U.S. Vice President, Dies
- Annan Hopes Libya To OK Lockerbie Deal Soon
- U.S. Astronauts Lift Module Into Position
- Clinton Hails New Gun-Buyer Background Check System
- Hoffa Winning In Teamsters Vote By Late Saturday
- U.S. Man Convicted Of Infecting Son With AIDS-Report
- Perry Arriving In Seoul As Nuclear Pact Threatened
- Rare Tornado, Hail Hit San Francisco Bay Area
- U.S. Spy Pollard Wants Chance To Plead His Case

Earlier TopNews Stories

Archives

Sat Dec 05 Fri Dec 04 Thu Dec 03 Wed Dec 02 Tue Dec 01 Mon Nov 30

Get your personalized news [here](#).

Search News

aol.com in 1999, and lycos.com 1999

Both these sites are very painful to the eyes!

Both Aol and Lycos were kind of hybrid search engine / news aggregators.

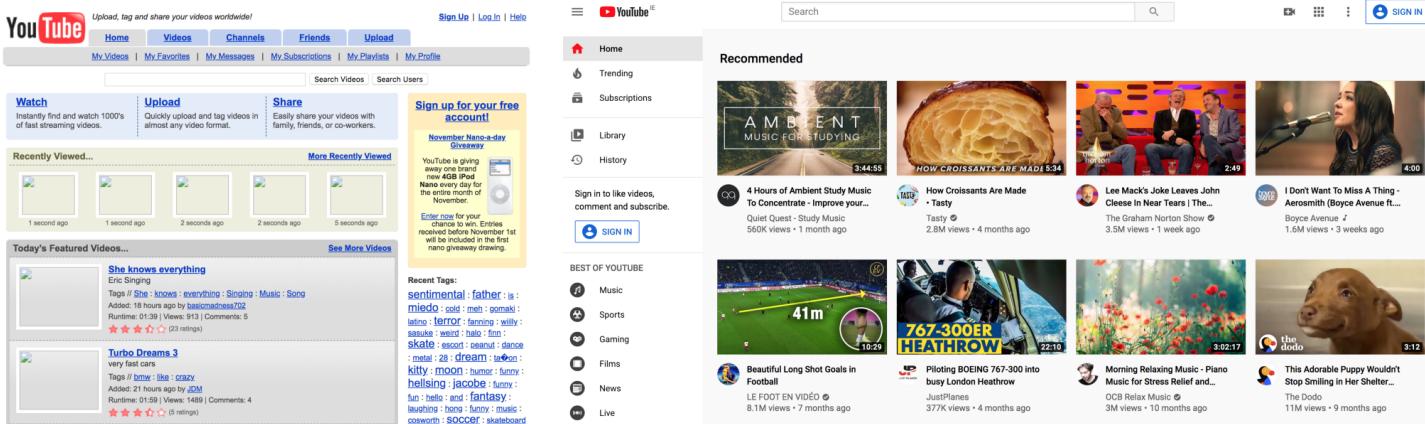
Aol did try to add more styling by using a table layout, with colour cells and some imagery, where Lycos tried to make their content more accessible by using a more simplified layout.

Youtube.com

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

Youtube is the giant of video streaming user content online. Its homepage back in 2005 was not actually that bad.

It consisted of table layouts, but the content was presented in a way which was very accessible.



Youtube.com in 2005 vs 2020

Youtube's interface these days is made to work across multiple devices, but still works well in each viewport. The shot above is in desktop mode and is very accessible and shows off its content well.

Here are some shots of similar websites, around about the same time when yahoo was starting out.

The image compares two video sharing platforms from 2005. On the left, the Google Video homepage features the 'Google Video BETA' logo at the top, followed by a search bar, a 'Google Search' button, and links for 'Preferences', 'Google Video Help', and 'Search recent TV programs online'. Below this is a section for 'Google Labs - Discuss - Terms of use - About Google Video'. At the bottom, it says '©2005 Google'. On the right, the Vimeo homepage features the 'vimeo NET-A' logo, a 'About', 'FAQ', 'Contact', and 'Login' link. It includes a welcome message, a sidebar for 'Common Tags', and a list of video thumbnails such as 'I teach juggling', 'Pigeons Attack in St. Marco's Square', and 'The Endangered P-Money Bird'.

videos.google.com in 2005, and vimeo.com in 2005

Google video (Google eventually bought YouTube) was a competitor for youtube, although it never really had as much impact. Google video's layout was very similar to that of all google products around the same time.

Vimeo was another direct competitor for YouTube, and you can see similarities between the two. Vimeo now tends to focus on High Quality content, rather than just user uploaded content.

• • •

Conclusion

The web has changed drastically over the last 30 years, not just in design, but layout and functionality. Hopefully you enjoyed this article, and if you did, why not check out this related article, which deep dives into how the Google website has changed over the years

How Google's homepage has changed over the last 20 years

Google became the world's largest search engine, with over 70% of all searches performed through its search engine.

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