

Web 1.0 was like the early frontier of the internet, with these key features:

1. Static HTML pages that rarely changed - you basically had digital brochures
2. One-way communication where websites just pushed information to visitors
3. Minimal user interaction beyond basic contact forms and guestbooks
4. Individual webmasters controlled all content on their sites
5. Heavy use of frames and table-based layouts for design
6. Directory-based organization of content (think Yahoo's early days)
7. Limited multimedia - mostly text and basic images
8. No real-time updates - pages needed manual updates
9. Browser-based bookmarking as the main way to save content
10. Basic hyperlinks as the primary navigation method
11. Sites often had "Under Construction" pages showing incomplete sections

Web 2.0 transformed everything with these features:

1. Dynamic content that updates in real-time
2. User-generated content becoming central to platforms
3. Social networking and community building
4. Rich media integration (video, audio, interactive elements)
5. Cloud-based services and applications

6. APIs enabling integration between different services
7. Mobile-first design approaches
8. Collaborative content creation (wikis, shared documents)
9. Personalized user experiences based on data
10. Two-way communication between users and platforms
11. Tagging and folksonomies for content organization

The tech that made Web 2.0 possible was pretty revolutionary:

AJAX allowed smooth updates without page reloads. JavaScript frameworks like jQuery made complex interactions easier. Better broadband internet meant we could handle rich media. Cloud computing gave us scalable infrastructure. APIs let different services talk to each other. Mobile devices and responsive design frameworks changed how we accessed content.

For businesses today, Web 2.0 is absolutely crucial. It's changed everything about how companies connect with customers. Social media lets them build direct relationships and get instant feedback. Cloud services mean smaller companies can access enterprise-level tools. User-generated content provides free marketing and builds community. Data analytics help understand customer behavior in real-time. Mobile access means businesses can reach customers anywhere, anytime.

Really, Web 2.0 turned the internet from a digital billboard into a living, breathing marketplace where businesses and customers interact constantly. Companies that don't embrace these features risk becoming invisible in today's digital landscape.