**History of the internet**

**Before the internet**

Before the internet or before 1960s life was different from these days. If one has any relatives or friends which live abroad or even in a different city, he/she have to be there to talk to them or write a letter which may take months to reach to its destination. Also, letters do not give the feeling of actual conversation with the person additionally it may be needed to wait a long time to get a replay from the person. And talking face to face might even be impossible, the person may live in the opposite side of the country or in another country.

Information was so precious, people who can read may benefit from newspapers which are good option else radios and television was also available there were few news stations since owning news station requires a good investment unlike now which all you need is YouTube channel. On the other hand, social life was really good and communication was not based on need, its was mandatory. Also, books did have readers, and libraries was not empty.

**Who Created Internet**

Some inventions are pulled of by a single person and make a difference in the world. And others need a lot of minds to work together. Internet is one of them some brought the idea others bring it to reality others put it to something useful. It can be said Internet is one of the greatest innovations the world has ever seen. To understand the internet more, it is mandatory to go to the start.

Even though there were the idea of the internet for so long the idea for the internet was credited to Leonard Kleinrock after he published his first paper called "Information Flow in Large Communication Nets" on May 31, 1961. But there were a lot of scientists like Nikola Tesla who have the idea of World Wireless System and others like Paul otlet and Vannevar Bush have the idea to create searchable storage system of books. Even though Kleinrock brought the idea the first practical schematics for the internet arrive in the 1960s by J.C.R Licklider which brought the idea of “Intergalactic Network” of computers. Shortly thereafter, the development of internet was rapid. computer scientists developed the concept of “packet switching,” a method for effectively transmitting electronic data that would later become one of the major building blocks of the internet. In the late 1960s ARPANET (Advanced Research Projects Agency Network) was established which led to the first workable prototype of the internet. ARPANET was funded by the U.S. Department of Defense, and used packet switching to allow multiple computers to communicate on a single network. In December 1968, Elmer Shapiro with SRI released a report "A Study of Computer Network Design Parameters." Based on this and earlier work by Paul Baran, Thomas Marill and others, Lawrence Roberts and Barry Wessler created the IMP (Interface Message Processor) specifications.

On Friday, October 29 1969 at 10:30 p.m. ARPAnet delivered its first message: a “node-to-node” communication from one computer to another. The first computer was located in research lab at UCLA and the second computer was in Stanford and have a size of a small house. The message to be sent was “LOGIN”. But unfortunately, the computer at UCLA crashed and was not able to send the full message. The computer at Stanford only received the first two letters “LO” only. But after that they were abled to fix the situation and was successful.

Then in the following years major inventions starts to arrive in the 1970s after scientists Robert Kahn and Vinton Cerf developed Transmission Control Protocol and Internet Protocol, or TCP/IP, a communications model that set standards for how data could be transmitted between multiple networks. In 1971 Ray Tomlinson sends the first network e-mail. A few years later in 1974 ARPANET introduced commercial version of it self-called Telenet which is considered to be the first ISP (Internet service provider). In 1977 home users was able to connect to the internet thanks to the innovation was the 80-103A modem by Dennis Hayes and dale Heatherington.

Also, the ARPANET adopted TCP/IP on January 1, 1983, and from there researchers began to assemble the “network of networks” that became the modern Internet. The online world then took on a more recognizable form in 1990, when computer scientist Tim Berners-Lee invented the World Wide Web.

**After the internet**

There was a time when the internet was considered as magic and was not back bone of existence now it is almost impossible to imagine life with out the internet. There is no any part of the world without the influence of the internet. Internet is in everything, it almost feels like internet was created with air and water. Internet have brought human beings to a new era. New innovation which make life easier are always coming out, people with bright ideas share their ideas to the world easily, information flows like water, where ever you are in the world have the information about the world with continues updates. May TV programs satisfy you but there will be at least one person who understands you. You can be alone at the same time you are with billions of people around the world. Internet can be what ever you want it to be it is up to you.

But every thing comes with price, in this case it may be even the cause of human destruction. Human existence depends on each other which seems like the internet it taking away. The internet Is like an ocean you can drown easily, or get eaten by a predator or if you are wise enough you can get out of the ocean with fish.

**Top five websites I use**

1. **YouTube:** URL: <https://www.youtube.com/>

YouTube was founded by [Chad Hurley](https://en.wikipedia.org/wiki/Chad_Hurley), [Steve Chen](https://en.wikipedia.org/wiki/Steve_Chen), and [Jawed Karim](https://en.wikipedia.org/wiki/Jawed_Karim) in 2005. Later in 2006 it was purchased by google for US$1.65 billion

2, Quora : <https://www.quora.com/What-is-the-best-site-to-learn-how-to-code>

3, Stackoverflow : <https://stackoverflow.com/>

4, instructables :https://www.instructables.com/

5, Ocean of games : <https://oceanof-games.com/>

#3

**Types of websites**

1. **Portal:**

* **Live oak Bank**

**Website**:[**https://www.liveoakbank.com/**](https://www.liveoakbank.com/)

This site takes very minimalistic approach focusing on providing valuable information. It also provides other bank functionalities like Loan rates, saving interest rate, contact information.

* **TCF Bank**

**Website**: [**https://www.tcfbank.com/**](https://www.tcfbank.com/)

This site illustrates the effectiveness of simplicity. It has very easy to use navigation. And the transition between the desktop site to the mobile site is smooth the navigation menus and content is displayed neatly.

* **LMH Health**

**Website:** [**https://www.lmh.org/**](https://www.lmh.org/)

**This site takes simple and effective approach. Patients can have information, view their record, and lot of other information. This lead this to take** three impressive awards.

* **Stamford Health**

**Website:** [**https://www.stamfordhealth.org/**](https://www.stamfordhealth.org/)

The site delivers a modern feel with patient-centered photography and the home page took home platinum for [Best Internet Home Page from the eHealthcare Leadership Awards](https://ehealthcareawards.com/2018-winners/best-internet-home-page/).

* **EDX**

**Website: https://www.edx.org/**

This site provides one of the world’s leading massive open online courses that are offered for free to anyone wishing to learn.

1. **News**

* **Yahoo! News**

**Website:** [**https://news.yahoo.com**](https://news.yahoo.com)

This site has over **175 million** unique visitors every month. The website offers news related to almost every section, such as sports, finance, politics, and entertainment.

* **Huffington Post**

**Website: https://www.huffingtonpost.in/**

This site has over **110 million** unique visitors every month. It also provides news related to almost every section such as politics, entertainment, technology and much more. The website also offers a very clean and unique layout which is loved by its visitors a lot.

* **New York Times**

**Website:** [**https://www.nytimes.com/**](https://www.nytimes.com/)

This site has over **70 million** unique visitors every month. The layout of the website is similar to a traditional newspaper which makes it attractive to see for its visitors.

* **Washington Post**

**Website:** [**https://www.washingtonpost.com/?noredirect=on**](https://www.washingtonpost.com/?noredirect=on)

This site has over **47 million**unique visitors every month. This sites also adapts traditional newspaper layout.

* **WSJ (The Wall Street Journal)**

**Website: https://www.wsj.com/india**

This site has **40 million**unique visitors every month. The layout of the website is amazingly similar to modern newspapers.

1. **Informational**

* **TechRadar**

**Website:** [**www.techradar.com**](http://www.techradar.com)

This site provides helpful guides related to tablets, laptops and mobiles etc. Also, it rates the different kind of Smartphone devices, mobiles as well as tablets also.

* **Droid-Life**

**Website:** [www.droid-life.com](http://www.droid-life.com)

This site has the greatest Android community in the world. The community talk general news, feature apps, review phones, and even teach you how to hack a little.

* **Gigaom**

**Website:** [www.gigamo.com](http://www.gigamo.com)

is technology research and analysis firm. Our focus is on helping business leaders understand the implications of emerging technologies and their impacts on business, media, and society.

#### 11. [BusinessInsider.com](http://www.businessinsider.com/) www.businessinsider.com

Business Insider is a fast-growing business site with deep financial, media, tech, and other industry verticals. The flagship vertical, Silicon Alley Insider, launched on July 19, 2007, led by DoubleClick founders Dwight Merriman and Kevin Ryan and former top-ranked Wall Street analyst Henry Blodget.

#### 8. [DigitalTrends.com](https://www.digitaltrends.com/) https://www.digitaltrends.com

Digital Trends is another largest hub of technology, computer gaming devices and interesting lifestyle guides. It also covers guides related to music, cars and photography etc and sometimes writes about the Apple news as well.

**, Business/ Marketing**

### 1. Minimums (<http://minimums.com/>)

Here is a website with absolutely interesting content and communicates with simplicity and confidence. The website design is grid-based and uses bid typography and full-width, high-quality images.  
What I love about this website is that unlike other sites who try to bombard us with information, it only displays the most important content that we actually want to read. Also, the overall use of colors and visual images is nice and relaxing to look at.

### 4. ETQ (<http://www.etq-amsterdam.com/>)

A brand that produces footwear and accessories that live up to its three standard rule: timeless, elegant and quality. Like other great corporate websites, this site also takes the minimalistic approach.  
“There is beauty in simplicity”, they say. And this website is surely beautiful. Simple, flat, color-based background and big, cool visual images make the most important things stand out: shoes. In addition to this, a lot of the products are displayed on the homepage, which means users don’t need to navigate to another part of the website to look for what they want.

### 7. Exposure (<https://exposure.co/>)

Another great looking business website we can learn from. Exposure is a platform for your photography and a home for your adventure and stories. The website design is simple and focusses mainly on photos. The white space and clean sans serif typography also make the website very clear to read and comfortable to look at.

### 10. Sierra Designs (<https://sierradesigns.com/>)

Sierra Designs is a brand that creates outdoor equipment and apparel driven by function and design to keep you happy. Navigation issues on desktop and the disjointed user experience on mobile drove the company to redesign their e-commerce website. The new website has clean aesthetic, lifestyle drive photography and is responsive. Thanks to the new website appearance, conversions have a positive effect on conversion and the metrics are up year over year.

### 6. Hotel Tonight (<https://www.hoteltonight.com/>)

Hotel Tonight is an app for booking last minute hotel rooms. The landing page of the app creates a very somber feeling with a dark background. The photos are great and somewhat touchy and inspire you to go on an adventure to those places they depict.

**, Educational**

### 2. Academic Earth: academicearth.org https://academicearth.org/

 The website gives huge array of academic options to student from traditional to contemporary studies. They provide online degree courses from accounting and economics to engineering and also carries material on niche subjects like behavioural psychology. Moreover, it has have a collaboration with a bunch of reputed colleges such as University of Oxford, Massachusetts Institute of Technology, Stanford University and many other. Keeping in mind the interest level of the students, the portal has videos and podcasts in all the subjects.

### 4. Big Think: bigthink.com https://bigthink.com/

Big Think has over 2,000 fellows who have received great fame in their forte. These experts write articles and record tutorials for the students, later the content is further refined by the editorial team of the website, giving authentic material to the students. Students can make great use of this website by creating their own distinct ideology, as it provide various opinions on one subject. Moreover, students can get views from experts as well.

### 6. Brightstorm: brightstorm.com https://www.brightstorm.com/

High school scholars can use this site for reference, rather an interactive reference website, which will mitigate their learning problems. Of course, it is not easy for a student to comprehend the intricate technical terminologies, so the website is making the textbooks easier for students. They provide help in all subjects from mathematics to science, history and other subjects. Entrance exams are generally quite gruelling for students, and this website can solve the problem. They have arranged the topics symmetrically, clearing the air and structure of the

### 10. Khan Academy: khanacademy.org https://www.khanacademy.org/

Khan Academy is an online coaching website. Students who cannot afford a coaching can refer to this website. It gives a win-win situation to the students by giving them the liberty to learn on their pace, as it has a personalised dashboard to gauge the progress report. It has all the traditional school subjects including math, science, computer programming, history, art history, economics, and more. Moreover, it has lessons from kindergarten to calculus, all at one stop. To enhance the content for the students, it has partnered with NASA, the Museum of Modern Art, the California Academy of Sciences, and MIT. Also, the content is available in 36 languages.

### 7. CosmoLearning: cosmolearning.com https://cosmolearning.org/

Unlike other websites, this portal provides academic as well as skill-based learning to the students. Students can either refer to the material being provided or enrol themselves in any of the 58 courses. The website is synthesised with three main options, including educational material, courses and documentaries. The subjects have been divided into two sections, namely extra-curricular and academic subjects.

**, Entertainment**

## [TMZ](http://www.tmz.com/) www.tmz.com

The “Thirty Mile Zone” is a celebrity news blog that covers what the stars are talking about in and around Hollywood. Their scandal coverage includes the high focus professions of fashion and sports too.  The site has been online since 2005 and as it says on its About page – in 2006, Time magazine named TMZ one of the coolest websites. Newsweek named TMZ the “Breakout Blog of 2007”.

## [Gawker](http://gawker.com/) https://gawker.com/

Just as Lifehacker and Gizmodo bring you tech snippets, Gawker does it for media gossip. Gawker is a popular blog that’s based in New York. It says it’s the source for gossip from Manhattan and the Beltway to Hollywood and the Valley. Gawker also covers Los Angeles ([Defamer](http://defamer.gawker.com/)) and Silicon Valley ([ValleyWag](http://valleywag.gawker.com/" \t "_blank)). The site is not completely about celebrity news though as it also has takes on fashion fads, health, and popular media.

## [HitFix](http://www.hitfix.com/) https://uproxx.com/entertainment/

Mix in a bit of serious movie news with the gossipy sites we are covering here. HitFix.com does away with the salacious gossip and gives entertainment fans what they want – the inside scoop on the movies, music, and television. So, you can find out what’s playing where, get special coverage on events like Comic-Con, and catch the headlines on

## [E! Online](http://www.eonline.com/) www.eonline.com

Latest news flashes, insider scoops, and live event coverage decks up this entertainment website. E!Online also covers the music and the television industries. You can check out the section called Fashion Police and the scoops by Kristin Dos Santos on her Watch with Kristin blog.

## [Hollywood](http://www.hollywood.com/) www.hollywood.com

From news headlines to offbeat scoops, star interviews and photo-galleries, the site covers a lot of ground. You can also catch what’s coming to the theatres near you along with a lot of showtime information. And of course, there are the trailers you can watch before you buy the tickets. Check out the Directory at the foot of the homepage for easy access to the site’s contents.

These film and movie websites are not mentioned in a particular ranking order. Of course, these ten are just the tip of the iceberg when it comes to the entertainment genre. Do you have a favorite website of your own which you follow with a fanboy’s zeal. Let us know.

**, Advocacy**

[Visit ROYAL CONSERVANCY](https://www.rcmusic.com/) <https://www.rcmusic.com/>

Beautifully simplistic! The home page with its strong compelling imagery and clear font and call to actions, make this website a winner in our books. The menus are incredibly well done and easy to understand and the interior pages, although clean and content focused offer enough aesthetic to give the pages a unique and elegant look.

[Visit DOGS ON DEPLOYMENT](https://www.dogsondeployment.org/) https://www.dogsondeployment.org/  
  
There is so much to love about this nonprofit website – from what they do to the great content. As soon as you land on the page it is clear what they do – they have a search right at the forefront that is paramount to their offerings. They clearly note how funds are allocated, how much they have helped and profile dogs that are currently being helped. Everything you would want to know about a nonprofit – is right there in a clean and organized way. The interior pages are as well done as the home page – keeping the search readily available and all the content well organized and easy to read.

[Visit THAT’S NOT COOL](https://thatsnotcool.com/) https://thatsnotcool.com/  
  
Thatsnotcool.com is a fantastic website dedicated to helping people understand that dating abuse is never OK! The website offers a fantastic design for what we imagine is a younger demographic that is tech savvy. Large images with focused text clearly outlines what the site is about, what the user can expect and how they can get help if they are feeling “abused”. It is filled with useful statistics, a social hub and even an app. The website is well thought out, engaging and bright and bold which will appeal to the market they are trying to reach.

[Visit CYSTIC FIBROSIS FOUNDATION](https://www.cff.org/) https://www.cff.org/  
  
We love the cleanliness of this website, the ease of finding out what they do and how they can help those affected with Cystic Fibroses. The header is able to deliver a lot of information but is done in a way that is not overwhelming, the large home page image tells you right away what the team is up to and the news section overlaid on the image is a great way to keep visitors engaged!  
The creative use of the varying colors for the call to actions really helps “pop” the various messages like their drug development work, advocacy and clinical trials. The mega menu is well done and easy to navigate to find information based on the level of CF a person is dealing with.

[Visit DIFFA](https://diffa.org/) https://diffa.org/  
  
Bold is what comes to mind with this design. Bold fonts, colors and call to actions round out why this website made our list. This nonprofit website has a clear tagline on the home page, great use of fonts to break up content areas and simple design elements to keep it aesthetically pleasing.

**, Blog,**

### WordPress.org https://wordpress.com/

What do The New Yorker, Boing Boing, the Chicago Bulls, BBC America, Beyonce, Vogue, The Rolling Stones, and thousands of other websites have in common? They all made their official blogs with WordPress.org. Launched in 2003, it doesn’t need any introduction except the long list of sites using it today and the fact that it powers around 25% of blogs on the web. Just don’t confuse this open-source CMS and hosted blogging software WordPress.com.

WordPress.org is one of the most popular choices when it comes to managing your blog site. It has a learning curve and it will take some time to learn it, but that is the cost of having a professional blog website. Having said that, there is one thing that you won’t get with some of the free blog platforms, and that is 100% ownership of your blog and content. In the long run, it will probably be the biggest benefit than with free hosted solutions.

### [Wix](https://firstsiteguide.com/wix/)

https://www.wix.com/

Founded in 2006, [Wix](https://firstsiteguide.com/wix/) has become a wildly popular web builder for people who revel in a ton of design options—without breaking the bank. In 2012, Wix switched from Adobe Flash to HTML5, a successful move that gained them, at the time, 25 million users. Their business model is freemium and I can immediately see some people rolling their eyes. However, is that a sign of “oh, no, not again” or the judgment is too early? You be the judge.

With the Free plan, you will cover all the basics and be able to have your first free blog website. However, upgrading to Connect Domain enables you to use your own domain. We recommend upgrading to Combo because you also will be freed of their native advertisements. Adding to the confusion is the fact that Wix calls all paid plans – Premium plans. So, when the company says a feature is included in a Premium plan, you can’t be sure which plan they’re talking about.

Wix offers blog builder solution with an easy [start for bloggers](http://wixstats.com/?a=9082&c=2152&s1=&ckmrdr=https%3A%2F%2Fwww.wix.com%2Fstart%2Fblog). With Wix, you can write, edit and manage your blog posts from your desktop or on the go!

### [Squarespace](http://squarespace.syuh.net/c/455936/533949/9084) https://www.squarespace.com/

[Founded in 2004, Squarespace](http://squarespace.syuh.net/c/455936/533949/9084) is a convenient all-in-one web builder, hosting provider and platform for bloggers. With fabulous, responsive designs, Squarespace became known as the hippest of the web builders. However, advanced functionality has put the company squarely in the mainstream. If you check out Squarespace websites, you’ll see just how great they look. But are they easy to build and maintain?

### [Weebly](https://firstsiteguide.com/weebly/) https://www.weebly.com/?lang=en

[The story of Weebly](https://firstsiteguide.com/weebly/) is kind of an interesting one, and similar to other popular online projects like Facebook. According to Wikipedia, this content management system began its journey as a student project back in 2006, which quickly outgrew the boundaries of the College of Information Sciences and Technology at the Pennsylvania State University.

Today, Weebly counts more than 40 million websites, including number of best blogs. It can thank the numbers to its beginner-friendly builder that allows everyone to make a personal or business website in less than a few hours. After choosing one from about fifty themes, users get to edit text blocks, add sliders, galleries, videos, and much more. Adding new pages, navigation menus, and choosing color schemes is as easy as selecting elements in the builder.

Because of all that, Weebly is an excellent choice for a beginner who wants to start a free blog, but you should understand that it isn’t as flexible as WordPress. Sooner or later, you might get stuck at one step where Weebly simply couldn’t create what you had in mind.

### Blogger.com https://www.blogger.com/about/?r=1-null\_user

When it comes to popular free blogging sites, one of the first providers that will pop into most people’s minds is Blogger. Founded in 1999, it is [one of the oldest blogging platforms](https://firstsiteguide.com/history-of-blogging/) still active. In 2003, it was acquired by Google and that change is still shifting the way users are working with Blogger.

Blogger site is relatively easy to use. It is completely free and you can somewhat monetize it through ads. Customization options are limited.

It’s been present online for over 15 years, so many bloggers are familiar with it or already have tried it. If you want just a hobby blog, Blogger could be enough for you. If you want your blog to be taken seriously, we would not recommend it.

**Wiki**

## 1. [Wikitravel](https://wikitravel.org/en/Main_Page) https://wikitravel.org/en/Main\_Page

When you’re planning a holiday, you should give privately-owned websites like TripAdvisor a wide berth. The information on such sites can often be misleading; it’s hard to differentiate the paid promotions from the legitimate content. And that’s before you start worrying about the ongoing issue of fake reviews.

Wikitravel is a much better source of information. It’s been online since 2003 and is overseen by a team of administrators. They can roll back unwanted edits, delete pages, lock pages, and generally keep the information on the site accurate and free of spam.

## 2. [WikiHow](https://www.wikihow.com/Main-Page) https://www.wikihow.com/Main-Page

WikiHow is a popular wiki for anyone who wants to [learn how to do something](https://www.makeuseof.com/tag/best-how-to-sites/).

The content on offer is extremely varied. The site’s categories include topics such as **Sports and Fitness**, **Pets and Animals**, **Relationships**, and **Philosophy and Religion**.

Although anyone can contribute to the wiki website, WikiHow has strict editorial guidelines. A typical article has been edited by 23 people and reviewed by a further 16.

## 3. [WikiBooks](https://en.wikibooks.org/wiki/Main_Page) https://en.wikibooks.org/wiki/Main\_Page

WikiBooks makes our list of wiki sites thanks to its incredible repository of open-content textbooks, annotated texts, instructional guides, and manuals. It does not include fiction, primary research, or published texts.

The books are divided across nine primary categories: **Computing**, **Engineering**, **Humanities**, **Languages**, **Mathematics**, **Science**, **Social** **Sciences**, **Standard** **Curricula**, and **Kids’ books**. Each group is further subdivided for easy browsing.

You can also browse the site by a book’s completion status and by reading level.

## 4. [Wiktionary](https://en.wiktionary.org/wiki/Wiktionary:Main_Page) https://en.wiktionary.org/wiki/Wiktionary:Main\_Page

Print dictionaries can be expensive. The complete Second Edition of the Oxford English Dictionary runs to 20 volumes, weighs 140 pounds, and costs more than $500 to buy on Amazon. Even a subscription to the OED’s website costs $90 per year.

Wiktionary, therefore, is an example of a wiki that can save you money. It is a multilingual dictionary of languages, but has a definition for every word supplied in English, regardless of the source language. Today, there are more than **six million words** included from more than 4,000 dialects.

## 6. [Wikispecies](https://species.wikimedia.org/wiki/Main_Page) https://species.wikimedia.org/wiki/Main\_Page

Sure, we can all recognize a dog or horse. Hobbyists might even be able to identify particular types of insects, snakes, or birds. But what about a Phyllida varicosa? Or a Pelomyxa palustris? No, we thought not.

Wikispecies is to the 21st century what “On the Origin of Species” was to the 19th century. It aims to be a complete catalog of all **Animalia**, **Plantae**, **fungi**, **bacteria**, **archaea**, and **Protista** (i.e., life forms!) in the world.

There are almost 700,000 species in the wiki. So, there’s just eight million left still to write about…

**, Social Network**

## 1. Facebook – 2.23 billion MAUs https://www.facebook.com/

[Facebook](https://www.facebook.com/) is the biggest social media site around, with more than two billion people using it every month. That’s almost a third of the world’s population! There are [more than 65 million businesses using Facebook Pages](https://s21.q4cdn.com/399680738/files/doc_financials/2016/Q4/FB-Q416-Earnings-Transcript.pdf) and [more than six million advertisers](https://www.facebook.com/iq/insights-to-go/6m-there-are-more-than-6-million-active-advertisers-on-facebook) actively promoting their business on Facebook, which makes it a pretty safe bet if you want to have a presence on social media.

It’s easy to [get started on Facebook](https://buffer.com/library/how-to-create-manage-facebook-business-page) because almost all content format works great on Facebook — text, images, [videos](https://buffer.com/library/facebook-video), [live videos](https://buffer.com/resources/facebook-live-video), and [Stories](https://buffer.com/library/facebook-stories). But note that the [Facebook algorithm](https://buffer.com/library/facebook-news-feed-algorithm) prioritizes content that sparks conversations and meaningful interactions between people, especially those from family and friends. If you want to learn more about succeeding with the updated Facebook algorithm, Brian Peters, our Strategic Partnership Marketer, shared [the secrets of the new algorithm and what you can do to thrive on Facebook](https://buffer.com/resources/facebook-algorithm).

## 2. YouTube – 1.9 billion MAUs https://www.youtube.com/

[YouTube](https://www.youtube.com/) is a video-sharing platform where [users watch a billion hour of videos every day](https://www.youtube.com/yt/about/press/). To get started, you can [create a YouTube channel](https://buffer.com/library/create-a-youtube-channel) for your brand where you can upload videos for your subscribers to view, like, comment, and share.

Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. (So if you want your brand to be on YouTube, I would recommend reading up on [YouTube SEO](https://backlinko.com/how-to-rank-youtube-videos).)

## 3. WhatsApp – 1.5 billion MAUs https://www.whatsapp.com/

[WhatsApp](https://www.whatsapp.com/) is a messaging app used by people in over 180 countries. Initially, WhatsApp was only used by people to communicate with their family and friends. Gradually, people started communicating with businesses via WhatsApp. (When I was in Bangkok to buy a new suit, I communicated with the tailor via WhatsApp.)

WhatsApp has been building out its business platform to allow businesses to have a proper business profile, to provide customer support, and to share updates with customers about their purchases. For small businesses, it has built [the WhatsApp Business app](https://www.whatsapp.com/business) while for medium and large businesses, there’s [the WhatsApp Business API](https://www.whatsapp.com/business/api). Here are [some stories of how businesses have been using WhatsApp](https://www.whatsapp.com/business/customer-stories).

## 5. WeChat – 1.06 billion MAUs

https://www.wechat.com/en/

[WeChat](https://www.wechat.com/en/) grew from a messaging app, just like WhatsApp and Messenger, into an all-in-one platform. Besides messaging and calling, users can now use WeChat to shop online and make payment offline, transfer money, make reservations, book taxis, and more.

WeChat is most popular in China and some parts of Asia. If you are doing business in those areas (where social media platforms like Facebook are banned), WeChat could be a good alternative.

## 6. Instagram – 1 billion MAUs

https://www.instagram.com/

[Instagram](https://www.instagram.com/) is a photo and video sharing social media app. It allows you to share a wide range of content such as photos, videos, Stories, and live videos. It has also recently launched [IGTV](https://buffer.com/resources/instagram-igtv-app) for longer-form videos.

As a brand, you can have [an Instagram business profile](https://www.facebook.com/help/502981923235522), which will provide you with rich analytics of your profile and posts and [the ability to schedule Instagram posts using third-party tools](https://buffer.com/instagram?utm_source=social-blog&utm_medium=strategize&utm_campaign=social-media-sites).

**, Content Aggregator**

#### [. Feedly](https://feedly.com/) https://feedly.com/

Feedly is one of the most popular news aggregator websites on the internet. It allows you to create a news stream of your own with latest content from your favorite publishers.

Using this platform, you can subscribe to content about a wide variety of topics. You can use their content suggestion engine to discover new websites by topics.

You can also manually add your favorite news websites or blogs. For example, you can subscribe to WPBeginner for WordPress related articles.

Feedly is available in both free and paid versions. The free plan lets you subscribe to 100 sources and create up to 3 personal feeds.

You can use Feedly in the browser or download it as a mobile app or browser extension.

#### [3. Alltop](https://alltop.com/) https://alltop.com/

AllTop aggregates news and blog articles from the world’s most popular websites like TechCrunch, Mashable, BBC, CNN, and more. It curates and displays content in the real-time.

There are separate categories for politics, tech news, sports, entertainment, lifestyle, business, etc. Upon clicking on those categories, you can find the most popular stories, as well as top stories from the top sources in the related topic.

Besides the most recent news, it has a viral category where it showcases the latest viral content and trends.

#### [4. News360](https://news360.com/) https://news360.com/

News360 is one of the most popular news aggregator apps on the internet. It lets you find world news as well as stories around your interests. It is an excellent alternative to Google News and Feedly.

As you sign up to News360, you can choose the topics you are interested in, and then it will show you the latest content on those topics. This gives you a healthy news stream out of the box, which you can further customize by adding or removing topics and sources.

News360 lets you get the most important news from over 100,000 trusted sources on the internet.

You can read News360 in your browser, iOS, and Android devices.

#### [. Flipboard](https://flipboard.com/) https://flipboard.com/

Flipboard is an excellent blog aggregator site that allows you to create your own content feed based on your interests. It includes a wide range of topics, including business news, tech news, travel, politics news, beauty, and more.

You can also use Flipboard as a local news aggregator because it has feeds for almost all the cities in the world.

Flipboard has a stunning magazine style layout which comes with interactive options to like, comment, and share content across your social media profiles.

Flipboard is available via browser or mobile apps for Android or iOS devices.

#### [8. Pocket](https://getpocket.com/) https://getpocket.com/

Pocket is another news aggregator app where you can explore the most popular content across the internet. It also lets you create your own reading space by saving the content you like.

Pocket features different types of content, including articles, videos, and stories from a wide range of publications. It has various content categories like must-reads, trending, tech, finance, health, etc. for easy browsing.

It allows you to save content to read later while on the go, and it is available as browser extensions as well as mobile apps.

**, Personal**

### [Nia Shanks](https://www.niashanks.com/) https://www.niashanks.com/

There’s a lot to like about this personal website. The design is nice and clean and favors a more minimal style (which we’re a fan of). The headline on the homepage is also something we’re a big fan of. It’s direct, conveys value quickly, and doesn’t beat around the bush. She also uses the top navigation really well to point new visitors in the right direction for whatever they might need. There isn’t a lot of noise with this example, and that’s something we encourage you to

### [Ellen Skye Riley](http://ellensriley.com/) http://ellensriley.com/

This is honestly one of the best personal websites we’ve ever seen. Riley does an excellent job at showcasing her incredibly gifted design skills, and her site is informative and extremely fun to parouse. When a viewer enjoys browsing through your site, you know you’re on the right track to securing some more clients.

### [Joshua McCartney](https://www.joshuamccartney.com/) https://www.joshuamccartney.com/

McCartney’s website grabs your attention as soon as you see it. This is a great example of something that simply looks great. There’s no questioning McCartney’s skill when seeing this website, and the clever use of situating a lot of content in only two simple pages is a near perfect blend of quality content that doesn’t feel cluttered.

### [Pascal van Gemert](http://www.pascalvangemert.nl/) http://www.pascalvangemert.nl/

Gemert shows off his skill of web development in a really nice interactive, online resume. Initially, any fans of Marvel (specifically, Captain America) are going to love this site. But if you continue to scroll, there’s really something for everybody in this personal website. You’ll also want to scroll down to the very bottom of Gemert’s site to see how he nicely positions and advertises his past projects.

### [Charlie Waite](http://www.charliewaite.me/) http://www.charliewaite.me/

Wait’s website is a great example of stellar design and personality. We really like his incorporation of a mobile screenshot, something that shows off his love of being a father and his joy of life. This same joy is captured in everything down to the color scheme of this site, which shows an attention to detail that’s much needed from a design director.

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| --- | --- |
| **Evaluation of Web documents** | **How to interpret the basics** |
| 1. Accuracy of Web Documents   * Who wrote the page and can you contact him or her? * What is the purpose of the document and why was it produced? * Is this person qualified to write this document? | Accuracy   * Make sure author provides e-mail or a contact address/phone number. * Know the distinction between author and Webmaster. |
| 2. Authority of Web Documents   * Who published the document and is it separate from the "Webmaster?" * Check the domain of the document, what institution publishes this document? * Does the publisher list his or her qualifications? | Authority   * What credentials are listed for the authors)? * Where is the document published? Check URL domain. |
| 3. Objectivity of Web Documents   * What goals/objectives does this page meet? * How detailed is the information? * What opinions (if any) are expressed by the author? | Objectivity   * Determine if page is a mask for advertising; if so information might be biased. * View any Web page as you would an infommercial on television. Ask yourself why was this written and for whom? |
| 4. Currency of Web Documents   * When was it produced? * When was it updated' * How up-to-date are the links (if any)? | Currency   * How many dead links are on the page? * Are the links current or updated regularly? * Is the information on the page outdated? |
| 5. Coverage of the Web Documents   * Are the links (if any) evaluated and do they complement the documents' theme? * Is it all images or a balance of text and images? * Is the information presented cited correctly? | Coverage   * If page requires special software to view the information, how much are you missing if you don't have the software? * Is it free or is there a fee, to obtain the information? * Is there an option for text only, or frames, or a suggested browser for better viewing? |

**Putting it all together**

* **Accuracy.** If your page lists the author and institution that published the page and provides a way of contacting him/her and . . .
* **Authority.** If your page lists the author credentials and its domain is preferred (.edu, .gov, .org, or .net), and, . .
* **Objectivity.** If your page provides accurate information with limited advertising and it is objective in presenting the information, and . . .
* **Currency.** If your page is current and updated regularly (as stated on the page) and the links (if any) are also up-to-date, and . . .
* **Coverage.** If you can view the information properly--not limited to fees, browser technology, or software requirement, then .

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