

The Growth of the Internet

The main growth of Internet was when the Search Engines comes in the world of Internet. In today era almost 99% of the world uses google to search whatever they want, we cannot imagine our life without google search engine.

While **Jerry Yang** and **David Filo**'s teacher went on a leave, they started looking around on the web. They decided to create a simple directory that would show web users how to find information online, what they are looking for. It was just a bunch of categories and sub-categories that you could look around in. Millions of users from around the globe visited their website

Later in **1995**, yahoo started putting adds on it's website in order to make money on the web. However, in 1996 their rivals Excite showed u. **Excite** software was basically developed as a web crawler, which helps in .While the battle between Excite and Yahoo ran on, a new search company began its inception, the name of this company was Google. **Google** used a technological approach like Excite however, they also incorporated determining relevance by views. By taking into account relevance, the search engine was able to become more effective than the other search engines. Vinod Khosla, a venture capitalist invested in Excite, thinking that if Excite bought Google, it would give them an edge over Yahoo.

Now, moving forward there comes a time when e-commerce was developed. 'The DOTCOM bubble'. The age of E-Commerce, and age that had changed the way how the Business works. The way we buy and sell. An age assured in by a transformative technology, the world wide web and by two of its seminal companies, Amazon.com and Ebay. It's easy to forget just how revolutionary these companies were, when they first burst upon a scene, back in the 1990s. Amazon was launched by Jeff Bezos in 1995 and eBay.com was also launched in 1995. E-commerce companies prioritized customer experience, survived and turned out to be hugely profitable worldwide. These companies provided great customer experience. Most dot-com companies incurred net operating losses as they spent heavily on advertising and promotions to harness network effects to build market share or mind share as fast as possible, using the mottos "get big fast" and "get large or get lost". The dot-com boom played a major role in making internet fast.

WEB 2.0 Revolution was to create the internet which was controlled by the people using it, not just by one organization. The revolutionary companies like YouTube, Facebook, Tumblr, Flickr falls under it. WEB 2.0 brings the social media change. A Web 2.0 website allows users to interact and collaborate with each other through social media dialogue as creators of user-generated content in a virtual community. The first glimmerings of Web 2.0 are beginning to appear, and we are just starting to see how that embryo might develop. The Web will be understood not as screenfuls of text and graphics but as a transport mechanism, the ether through which interactivity happens. It will appear on your computer screen, on your TV set, your cell phone, hand-held game machines. Whether Web 2.0 is substantially different from prior Web technologies has been challenged by World Wide Web inventor Tim Berners-Lee, who describes the term as jargon. His original vision of the Web was "a collaborative medium, a place where we could all meet and read and write.