

Search Engine Timeline

Web and Search Engine Landmarks and Trends			Search Engine Developments Google Development
The Web before Google	Mosaic browser, becomes Netscape	1994	WWW a curiosity Little to search with, little worth finding Growing very fast, wild optimism
	Businesses, institutions, organizations sense need for web presence Microsoft offers Internet Explorer (not very successful)	1995	Many search engines: WebCrawler, Infoseek, Excite, Alta-Vista, Open Text, Magellan, Lycos, Yahoo! Directory first to "catalog the web" – no general web search
	Spam perceived a problem search engines must deal with Worries about credit card security: will shopping take off without it?	1996	Hotbot (Inktomi) appears, library, search oriented Infoseek Ultra super search engine for information Alta-Vista top-rated search engine, best search features
	Faster crawler robots claim 3-weeks to revisit sites an improvement Almost no profits by search engines Portal sites sometimes show profit from banner ads, especially if keyed to user search terms	1997	Competition to lure users with Portals: Excite, Lycos offer news, sports, personal "channels," auctions Yahoo! offers instant messaging chat Northern Light debut Alta-Vista reaches 100 million web pages
	Netscape dominates browser war – IE gaining slowly Portal madness everywhere, lots of banner ads Offer email, web page space, personals, in addition to "MY whatever" Portals continue to promise profitability because of ads	1998	Yahoo! adds web search using Alta-Vista, then Inktomi Alta-Vista offers translations by computer programs Google appears as Stanford project by graduate students interested in making information available, not profits. First popularity ranking Google promises no "portal"
Google's Rise to the Top and Reign	Inktomi offers pay-for-inclusion in search results Pay-for-inclusion promises profitability in many search engines XML an emerging technology (becomes basis for blogs, RSS) Internet Explorer version 5 capable of rivaling Netscape "Invisible Web" and "Deep Web" a new challenge to search engines	1999	Google praised for good results with small database (reaches 25 million) No pay-for-inclusion, no ads on home page "Do no evil," "best search engine" focus Good guys, welcome humor, satire Steady stream of good search features: " ", languages, SafeSearch, <u>Cached</u> , search in wireless Google out of beta Netscape chooses Google as it's primary search engine -- huge exposure
	Internet estimated to be 1 billion pages, with Invisible Web 3 billion more Pay-for-inclusion in almost all search engines, except Google Search engines deepen portals and ads Vivisimo clustering technology new LC collaborative reference project new Portal focus commercial, for profit – not about searching for information	2000	Google used by Netscape, Yahoo, AOL, Amazon, MSN, and others Best search engines: Google, Northern Light Google most used globally More Google firsts: site:, dictionary, toolbar for IE Size wars: FAST new with 200 million pages (largest) Inktomi claims 500 million pages Google boasts 560, then 600 million Teoma debut with "subject-based" popularity, improving on Google's ranking Google offers "Sponsored sites" on search results pages, clearly identified, search-subject-sensitive – pure of pay-for-inclusion and hidden ads
	Google more profitable than other search engines XML seen as trusted technology - will transform the web (blogs, RSS) Search industry in crisis - many layoffs, buy-outs, mergers, closures Internet "bubble" bursting	2001	Google firsts: search non-HTML formats, OR search, inurl:, spell-checker with option to accept suggestion Google offers large Images database, datarange AllTheWeb becomes FAST interface, search emphasis AskJeeves buys Teoma Google reaction to 911 disaster good PR – turns away news searchers 75% of Google income from "Sponsored sites" making profit

	<p>Northern Light ends free public search - not profitable</p> <p>Yahoo switches from Google to Overture for context-sensitive ads, but still uses Google for search results</p>	2002	<p>Google launches its own context-sensitive adSense ousting Overture</p> <p>Size wars: Google boasts over 1.5 billion pages Inktomi claims 2 billion web pages</p> <p>Google wins lots of awards, lots of magazine cover stories "to google" voted most valuable word of 2002, equal to "to search the web"</p> <p>Launches News, Catalogs Google freshest database, more and faster crawlers</p> <p>Google's purity in webmaster advice: "make a good page" AskJeeves relies on Teoma for most search results, commits to information</p>
Google Setting the Pace	<p>All search engines making profits with paid-for-inclusion Most also offer identified Sponsored sites from Google or Overture But Google only has identified Sponsored sites from adSense</p> <p><i>Google Hacks</i> a best-seller, other Google books abound Yahoo! buys Overture (sponsored ad competitor to Google) Yahoo buys Inktom and FAST/AllTheWeb, Alta-Vista</p>	2003	<p>Google launches Froogle, wireless search, big Googleplex Google boasts 3 billion web pages</p> <p>Google IPO rumors tarnish "good guys" not-for-profit image Yahoo! launches Product Search Yahoo has new Googlesque streamlined, ad-free search homepage – still uses Google results Google accused in press of creating a "quick answer" culture</p>
	<p>Yahoo directly competing with Google's maps, news, local, new features, toolbar, with its own versions</p> <p>Ask Jeeves buys Bloglines.com</p> <p>Search engines further develop "personal" portals and searches</p> <p>Exalead debut – French search engine, not copying Google</p>	2004	<p>Google ranking improved to include more subject-sensitive sites, more context around links, probably more like Teoma Google boasts 4 billion</p> <p>Google launches Deskbar, Local, Maps, Video, Gmail Google has over half of global search market – IPO certain Google Scholar launched as search service</p> <p>Yahoo! Search has its own database – ousts Google for Inktomi New MSN search engine has its search database, streamlined page</p> <p>Size wars: Google boasts 8 billion web pages MSN boasts 5 billion</p>
The Post Google Web	<p>MSN launches attack at Google claiming its new search technology will make Google and Yahoo obsolete Paid inclusion and paid position results in MSN, Yahoo!, some Ask Jeeves - Google remains "pure" in this regard Search engines more personalizable, more communities, more services, voice, video, blog space, RSS available everywhere</p> <p>Competition to manage and retrieve blogs and RSS Gigablast offers blog search database Yahoo! Search imbedded in new Adobe Acrobat reader</p> <p>Schmoogle offers scrambled Google results to overcome ranking</p> <p>Federal Election Committee investigating political speech in blogs</p>	2005	<p>Google Print expanded to include digitization of big libraries Google wows everyone Earth, Moon, and hybrid view in maps</p> <p>Google's purity in question from many directions: What are it's motives for selling more stock? Is it a search business if 99% of its revenue is from selling ads? Is Google "big brother?" – privacy concerns Non-search directions too scattered: blogs, wireless, gmail, video, personalization like a portal? Lawsuits over Print digitization from authors, publishers Why does it need to hire human searchers to improve searching? Is Google "too good" – "the Brady Bunch of searching"?</p> <p>Size wars get meaningless: Yahoo claims 22 million "web objects" Google claims undisclosed hugeness: "1000 times" more than original database "3 times" more than the competition</p> <p>New wars open up new search frontiers: Yahoo! offers "deep web" publications search for fee (Lexis-Nexis, Cons. Reports, more), in Adv. Search Streaming video from Yahoo – requires player software Streaming video from Google – uses Flash, no other software needed Yahoo Instant Search says, "Why feel lucky when you can be right?" Google offers blogsearch.google.com (owns blogger.com) Yahoo! launches voice IP service for free</p>