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About Alexa Internet

Founded in April 1996, Alexa Internet grew out of a vision of Web navigation that is intelligent and constantly improving with the participation of its users. Along the way Alexa has developed an installed base of millions of toolbars, one of the largest Web crawls and an infrastructure to process and serve massive amounts of data.

For users of Alexa's Toolbar and web site this has resulted in products that have revolutionized Web navigation and intelligence. For developers this has resulted in a set of tools unprecedented in scope allowing whole new services to be created on the Alexa data and platform.

Alexa Products and Services

Alexa Toolbar



Alexa could not exist without the participation of the Alexa Toolbar community. Each member of the community, in addition to getting a useful tool, is giving back. Simply by using the toolbar each member contributes valuable information about the web, how it is used, what is important and what is not. This information is returned to the community as Related Links, Traffic Rankings and more.

Want to help? [Install the Alexa Toolbar](#), and tell your friends. The more people use Alexa, the more useful it will be.

Alexa.com

Alexa's Web site is built on the notion that timely and relevant information is essential to a vital web experience.

Alexa Site Information - Alexa has built an unparalleled database of information about sites that includes statistics, related links and more. All of this information can be found on Alexa's Site Overview pages, Traffic Detail pages and Related Links pages. To access these pages, simply type the URL of any site into the Alexa Search box.

Alexa Top Sites - Alexa has lists of Top Sites available by country, language or in a category. You can download a free file of the global top million sites sorted by Alexa Traffic Rank.

Site Owner Tools

Alexa has created a series of tools specifically for web site owners. These tools can help to drive traffic, make money, find broken links and more! [Go to Site Owner Tools](#).

Alexa Web Services

In November 2005, Alexa released the Alexa Web Information Service on the Amazon.com Web Services platform. Gain access to Alexa's processed information about the Web, including traffic details, related links and more. [See Alexa Web Services on Amazon.com](#).

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