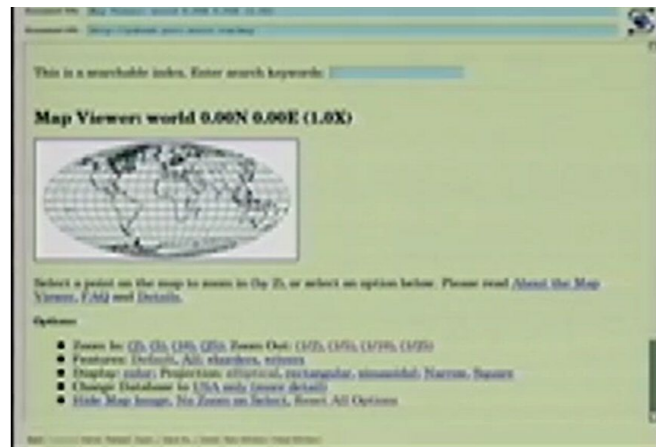


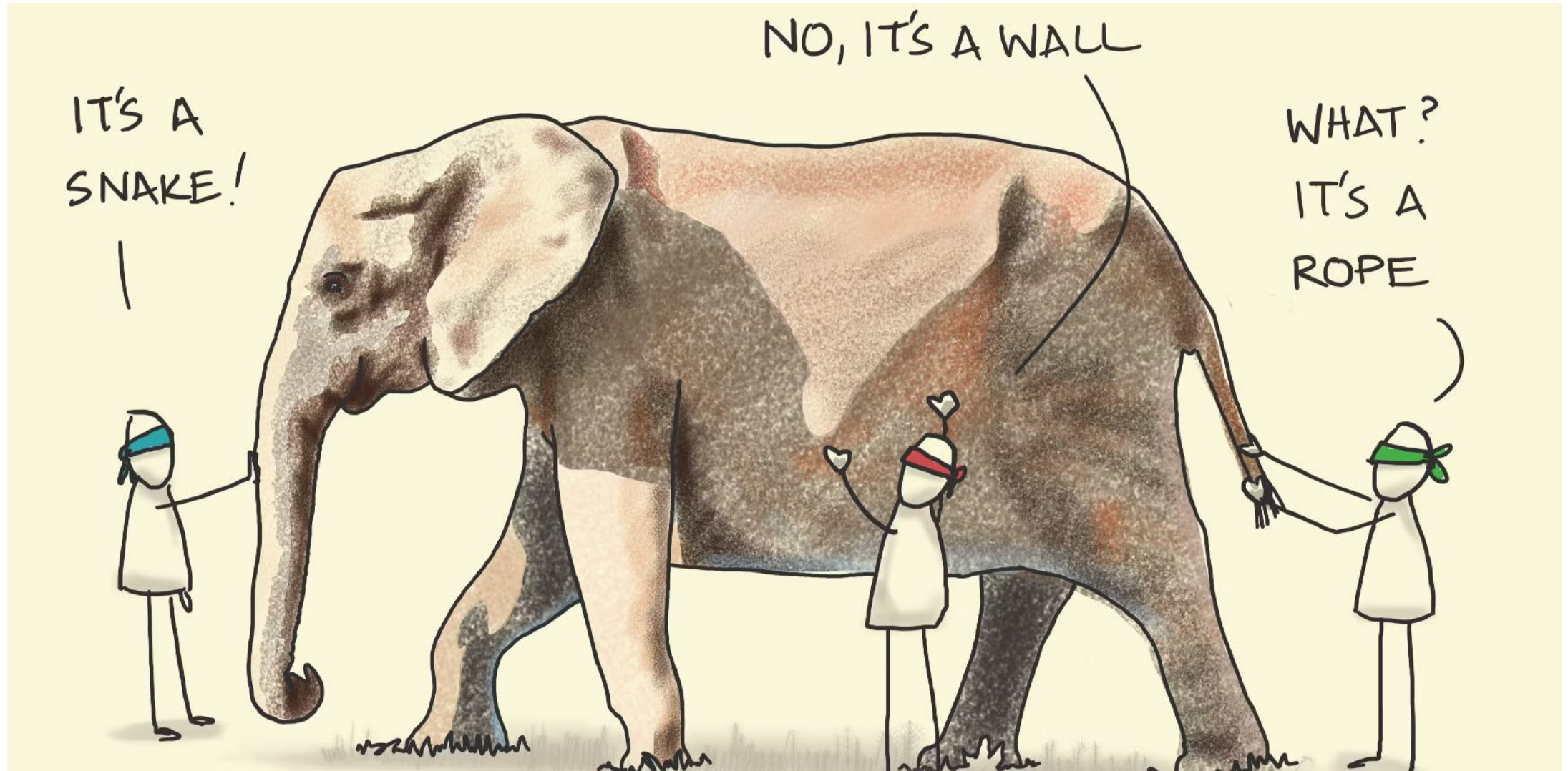
A Glimpse of the Past

DEC, the Web, AltaVista

<https://www.youtube.com/watch?v=cRfq3SLCVeM>



Blind Men and Three Elephants:



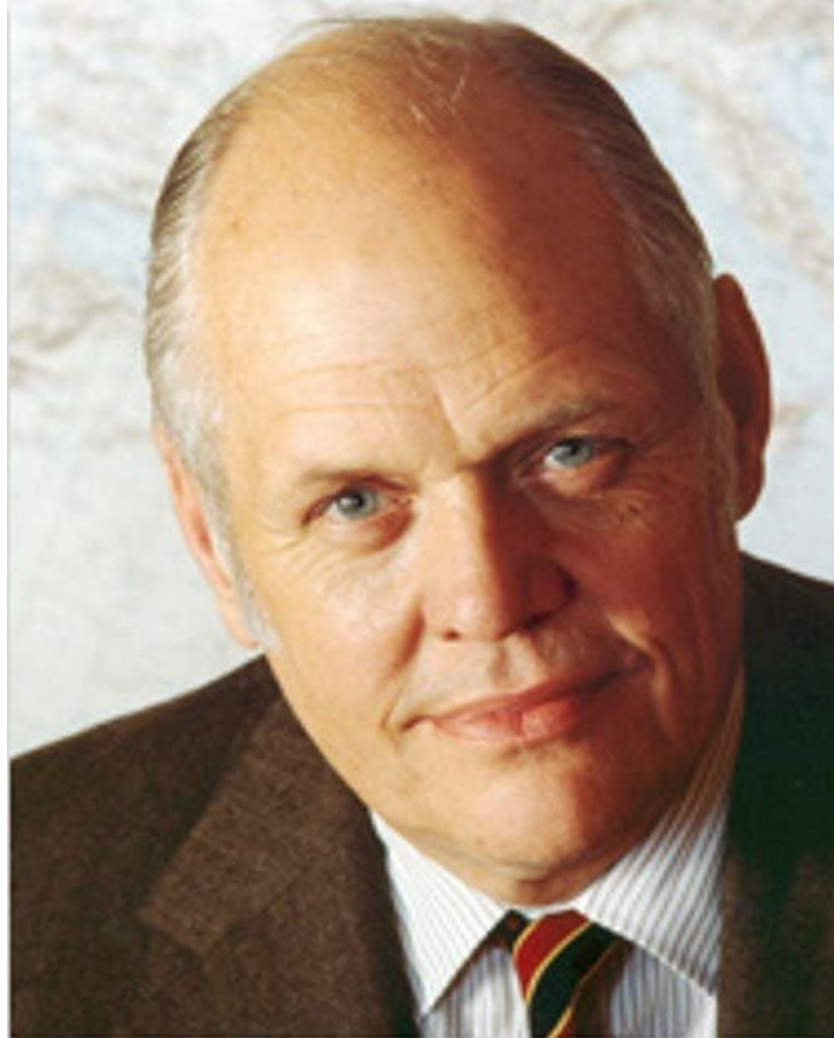
The Video and What Happened Next?

- **Call from Berthold**
- **Meetings were held to show it and to talk about business opportunities on the Internet**
- **NCSA asked for thousands of copies and sent it everywhere**
- **Other companies asked for thousands more.**
- **Internet World in May**
- **Governor Weld's speech in July**

Why Did Berthold Call Me?

- **DECWORLD and MGMT MEMO**
- **Russ Jones**
- **Notes files**
- **Usenet**
- **Connecting people to people**

What About Ken?

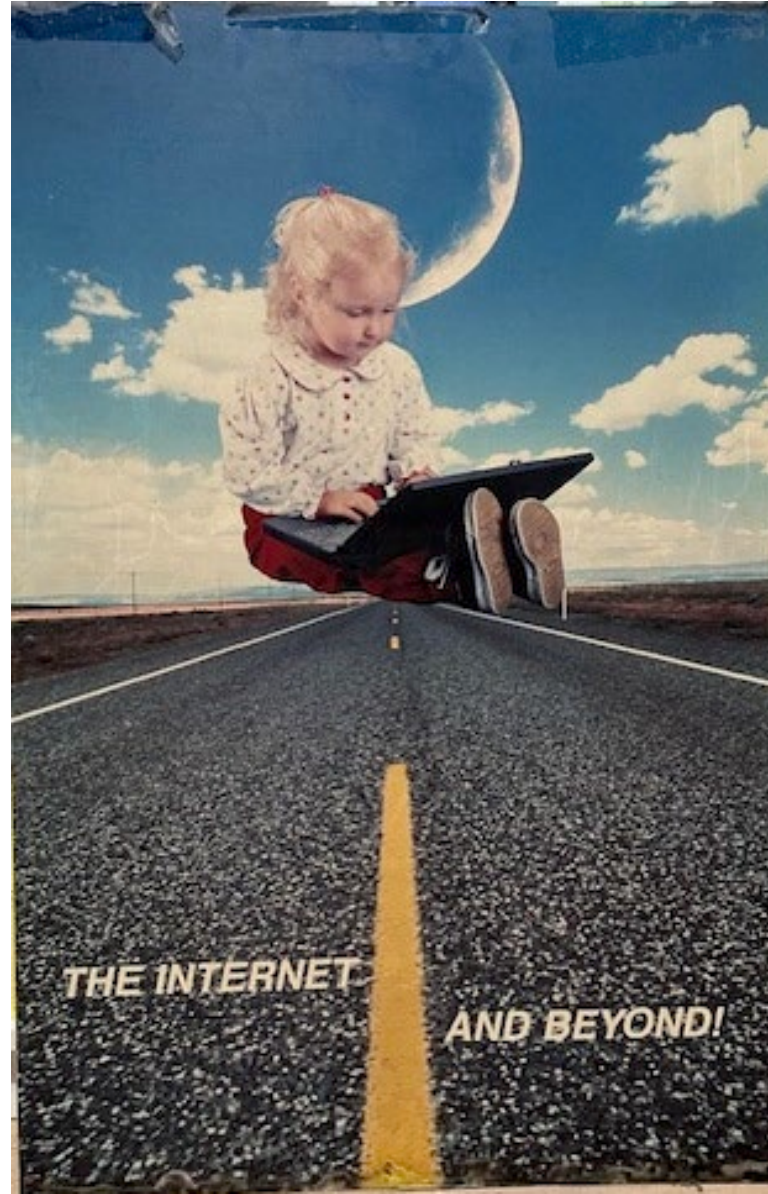


My Sandbox



"On the Internet, nobody knows you're a dog."

Meanwhile back at DEC



THE INTERNET
AND BEYOND!

AltaVista Search

Advanced

Image

Products

Help

the

ALTAVISTA

Search Revolution

How to find anything

on the Internet

- Learn to use AltaVista® Search as a business strategy tool
- Use insider tips and techniques to design a smart Web presence that's easily—and quickly—found by AltaVista® Search
- Discover the best ways to search for old friends and relatives

by Richard Seltzer,
Eric J. Ray, and Deborah S. Ray

digital

Why Was AltaVista Needed?

- **Web culture**
- **No central control**
- **Anybody can post anything**
- **Nobody knows what's out there**
- **It's growing wildly**
- **Alpha showcase was excuse, not reason**

How Did AltaVista Work?

- **Plain text**
- **Crawler captures every word**
- **All words created equal**
- **Visitors bypass home pages**

Finding the Needle in the Haystack



Advanced Search vs. Entertainment

- **What to include, phrases for exact word order**
- **What to exclude (uses of your words that are irrelevant to you)**
- **User fascination with numbers, speed, trivia**

How to be Found

- **Ranking rules**
 - **Static text**
 - **Html titles**
 - **No long trails of links**
 - **No tricks**

Tragedy of the Commons

- **Spam**
- **Search Engine Optimization (SEO)**
 - **Repetition in wallpaper**
 - **Repetition in text visitors couldn't see**
- **Text-link advertising**

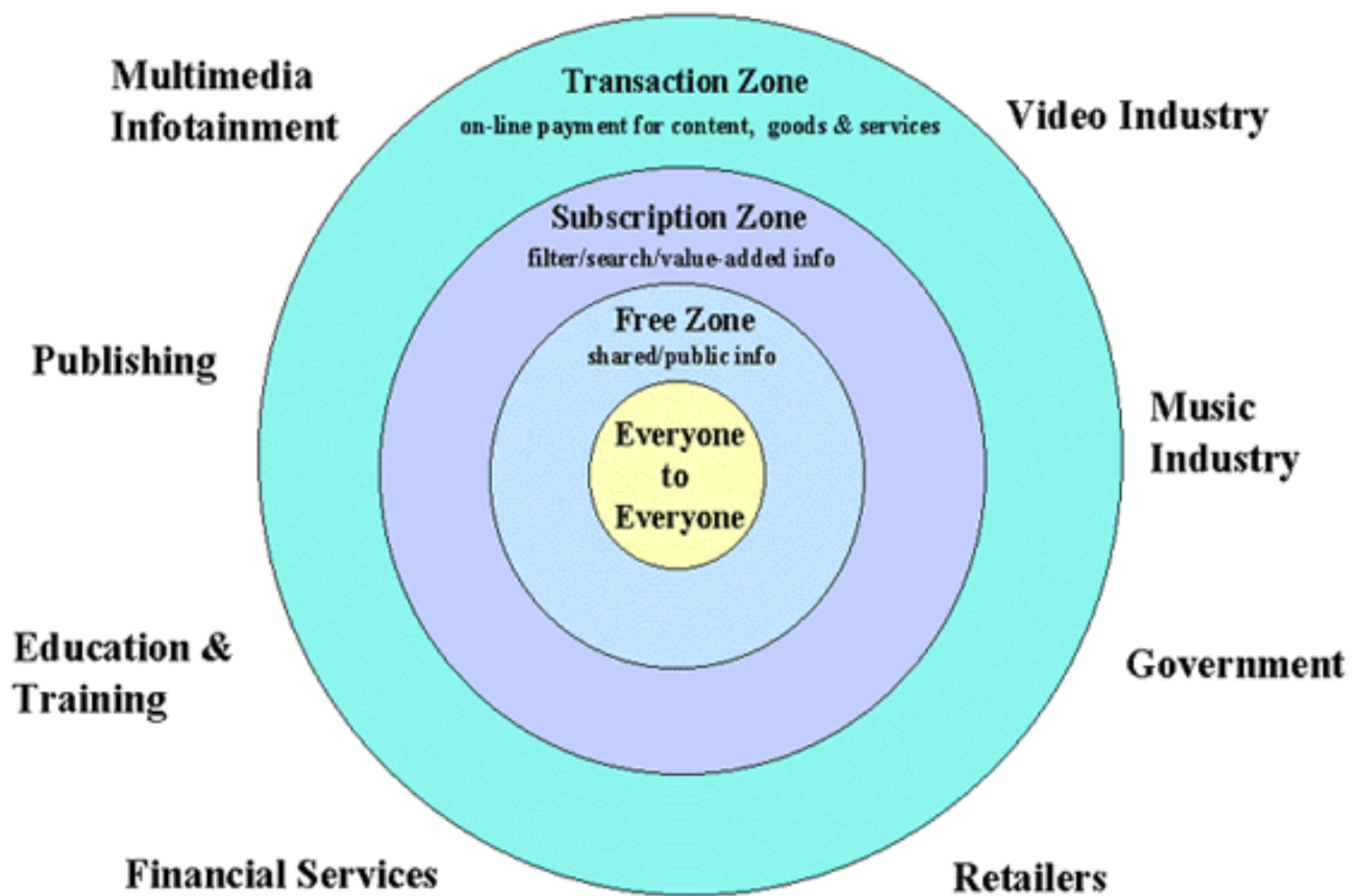


Flypaper

- **Reading list to Hollywood audition**
- **Chess games to Artificial Intelligence**
- **Autobiography to contact with dead man**
- **Russian translation to great-grandson of Ethiopian emperor to publication**

Internet Evangelist





Last Days of DEC and Beyond

- **IBG dissolved**
- **DEC sold to Compaq**
- **Internet marketing consultant**
- **More books**
- **What a wild ride**

Today and Tomorrow

- **Danger of monopolies based on user data**
- **Missed opportunity of Millicent**
- **DEC didn't have to die.**