

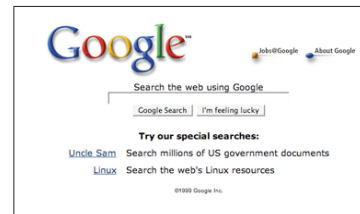
Bloomberg Businessweek®

Home Page Evolution

Since the day Stanford computer science graduate students **Sergey Brin and Larry Page** registered the domain Google.com —Sept. 15, 1997, if you're curious—the search results page has been redesigned seven times. The iconic home page has also undergone its share of tweaks.



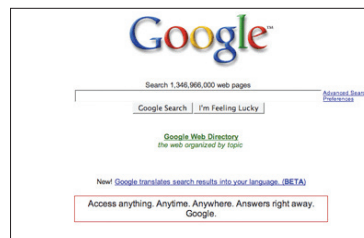
Nov. 11, 1998
The jaunty launch design makes copious use of exclamation points and boasts an index of around 25 million pages.



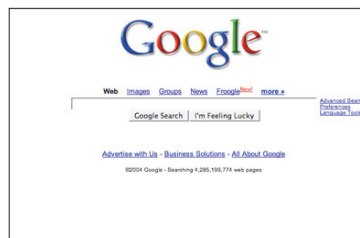
Nov. 6, 1999
Goodbye exclamation points. Users now have the ability to drill into government documents or find out about jobs at Google.



May 10, 2000
The world map signals Google's availability in 10 languages, accessible via a drop-down menu to the right of the search box.



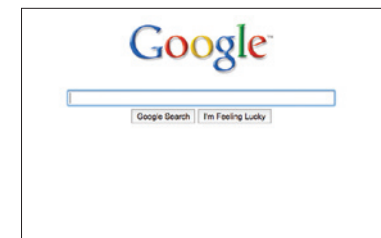
Mar. 31, 2001
A centered logo and uncluttered page—confident gestures befitting the world's largest search engine.



Mar. 25, 2004
Links to Google products such as News and Groups are added above the search box.



Oct. 12, 2007
Google becomes available in Arabic. Currently, the search engine is available on 157 domains and in 117 languages (including Klingon.)



Dec. 2, 2009
In an attempt to pare back distractions, the most recent change removed most of the icons, which appear only when a user initiates the mouse.