

Google Timeline

By Reuters

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SAN FRANCISCO (Reuters) - Following are some key dates in the history of Google Inc., the world's No. 1 Web search engine, which filed for an initial public offering Thursday.

--March 1995 - Sergey Brin, originally from Moscow, and Larry Page, from Michigan, Google's co-founders, meet at a spring gathering of new Stanford University Ph.D. computer science candidates.

--January 1996-December 1997 - Brin and Page create BackRub, the precursor to the Google search engine.

--Sept. 7, 1998 - Google is incorporated and takes up residence in a Menlo Park, California, garage with four employees, after Brin and Page put their studies on hold and raise \$1 million in funding from family, friends and "angel" investors. Google answers 10,000 search queries per day. The company's name is a play on the word googol, which refers to the number 1 followed by one hundred zeros. Brin and Page are 24 and 25 years old, respectively.

--February-June 1999 - Google receives \$25 million in funding from venture capital funds Sequoia Capital and Kleiner Perkins Caufield & Byers. Sequoia's Michael Moritz, Kleiner Perkins' John Doerr and angel investor Ram Shriram join Google's board.

--May-June 2000 - Google, answering 18 million search queries a day, becomes the largest search engine on the Web. Internet media company Yahoo Inc. picks Google as its default search results provider.

--March-April 2001 - Eric Schmidt, chairman and chief executive of Novell and a former chief technology officer at Sun Microsystems Inc., joins Google as chairman.

--July-August 2001 - Schmidt is appointed CEO while Page and Brin become president, products and president, technology, respectively.

--November-December 2001 - Google boosts the size and scope of searchable information through its search engine to 3 billion Web documents.

--January-February 2002 - Google begins selling its enterprise search appliance, a hardware and software product that helps companies and organizations find information within corporate intranets.

--March-April 2002 - Google launches a beta version of Google News, which provides news stories from numerous global providers.

--May-August 2002 - Google opens offices in Paris, adding to operations in London, Toronto, Hamburg and Tokyo. George Reyes, a former Sun Microsystems executive, joins the company as chief financial officer. Google and Time Warner Inc.'s AOL unit announce search and advertising pact.

--September-October 2002 - Google rolls out its keyword advertising program worldwide, making it available in the United Kingdom, Germany, France and Japan.

--November-December 2002 - Google launches a beta version of Froogle, a search engine that helps users search for millions of products on the Web.

--January-February 2003 - Google acquires Pyra Labs, creator of the Web self-publishing tool Blogger.

--March-April 2003 - The company announces its content-targeted advertising program and the acquisition of Applied Semantics.

--May-June 2003 - Google launches AdSense, an advertising program that delivers ads based on the content of Web sites.

--February 2004 - Yahoo begins rolling out its own Web search technology, phasing out Google's offering.

--March 31, 2004 - Google announces its free e-mail service, Gmail, supported by advertising. The move came amid increasing competition from Yahoo Inc. and Microsoft Corp., which have built strong user bases around free e-mail, and are attacking Google's main search business.

--April 15, 2004 - Online retailer Amazon.com unveils a test version of its own Web search service, dubbed A9, which incorporates Google's search technology.

--April 29, 2004 - Google files with the U.S. Securities and Exchange Commission to sell as much as \$2.7 billion in stock in an initial public offering. The company said it would seek to list on either the Nasdaq or the New York Stock Exchange.

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