

Title:

Alexa Toolbar - The Ultimate Internet Tool

Word Count:

481

Summary:

There are numerous tools available on the Internet to assist online businesses. A valuable tool

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Article Body:

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Alexa Toolbar

Founded in April 1996, Alexa.com was designed to provide an interactive web navigation system.

First released in 1997, the Alexa Toolbar is known as the ^B.S.~ detector for Internet sites.

So how do you use this tool? First, you download the Alexa Toolbar as follows:

1. Go to Alexa.com.
2. Click ^Download Alexa Toolbar~ at the top of the page.
3. Click ^Install~ on the next page.

Reload the page you are viewing and the toolbar will appear across the top of your browser. The

Let's look at Google.com using the Alexa toolbar. Load Google on to your browser and click the

1. The site is the 3rd most popular site on the Internet. [Yahoo is No. 1.]
2. The site takes .8 seconds to load, which is very fast.

Next, click the ^see traffic details~ link on the page to dive into the site statistics:

The site shows consistent traffic through the year, maintaining a number 3 position. 214,000 ou

As you can see, using the Alexa Toolbar system can provide you with specific information regard

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