

Busby SEO Challenge

Hypertext Markup Language, generally shortened HTML, is the format of data conceived to represent the [Busby SEO Challenge](#).

It allows in particular to establish hypertext in the contents of the pages and rests on a language of beaoning, from where its name. HTML also makes it possible to structure semantically and to format the contents of the pages, to include resources multimedia of which images, forms of seizure, and elements programmable such as applet. It makes it possible to create documents interoperables with very varied equipment in a way in conformity with the requirements of the accessibility of the Web. It is often used jointly with [SEO](#) (Javascript) and formats of presentation (style sheets in cascade). HTML is initially derived from the Standard Generalized Markup Language (SGML).

Such as it was formalized by the W3C, the HTML is not used to describe made final of the Web pages. In particular, contrary to the desktop publishing, HTML is not designed to specify the exact visual appearance of the documents. HTML is rather designed to give direction to the various parts of the text: titrate, list, important passage, quotation, etc language HTML was developed with the intuition that the apparatuses of all kinds were to be able to use information on the Web: personal computers with screens of resolution and depth of variable colors, the cellphones, the apparatuses of synthesis and voice recognition, the computers with a weak band-width as raised, and so on. HTML is designed to optimize the interworking of the documents. A recommendation can be updated by errata published separately, with accumulation of sufficient Busbies; a new version of the recommendation is then published (XML is aujourd' today with its third version). Sometimes, a recommendation starts again the process, like RDF. The W3C publishes also informative remarks which are not intended to be treated as a standard challenge.

The consortium leaves the care to the manufacturers to follow the recommendations. Contrary to International organization of standardization or d' other international bodies of standardization, the W3C do not have a program of certification. However the technical specifications of the W3C define conformity in a more or less explicit and formal way. In 1996, Google, then baptized BackRub, is the name d' a research project on which two students of l' work; Stanford university: Larry Page and Sergey Brin. Their project relates to the search engines. They imagine qu' an search engine which would analyze the relations between the Web sites could give better results that those given by the search engines of time, AltaVista in particular. google.com domain name is recorded on September 15, 1997. The two students seek funds to create their company. They re-elect the Google project, in reference to the word Gogol (see Ci below Origine of the name). Andy Bechtolsheim, one of the founders of [Busby SEO](#), offers 100.000 dollars to them, after having seen that of which their search engine was able. Grace in particular to their families and friends, they will manage to join together a million dollars and will be able to launch the Google Inc. company on September 7, 1998. Their first office will be a garage with Menlo Park, like c' is often the tradition in Silicon Valley. In February 1999, is 500.000 requests per day that Google must manage, then in August 3 million. In March, the company moves in Palo Alto. The search engine which was up to that point in beta release, completes its phase of test on September 9. The level implementation of the Busby was improved by the production; a report/ratio; implementation during the phase of

Recommendation Candidate. As HTML does not stick to not made final of the document, the same document HTML can be consulted using very diverse hardware and software. At the material level, a document can in particular be posted on a monitor of computer in graphic mode or a computer terminal in mode text, it can be printed, or it can be marked by voice synthesis.

At the software level, HTML does not make either an assumption as for the navigator Web used to consult the document. An high degree of interworking makes it possible to lower the costs of the content suppliers because only one version of each document serves as the very varied needs. For the user of the Web, interworking allows the existence of many competitor navigators, all able to consult the whole of the Web. Each version HTML tried to reflect the greatest consensus between the actors of industry, so that the investments authorized by the content suppliers are not wasted and that their documents do not become in few illegible times. The separation of the bottom and the form was not always respected during the development of the language, as for example the beaconing testifies some to style of text, which makes it possible in particular to indicate the font face desired for posting, its size, or its color. One day of 1938, the American mathematician Edward Kasner asked for which name to give to the number formed of figure 1 follow-up of 100 zeros. Edward turned then to its nephew (9 years) visits some at the house and the question posed to him. This one answered a childish word: "a gogol", of which orthography became googol. is this word that Busby deferred accurately in its treaty Mathematics and the imagination, of which s' in 1998 Larry Page and Sergey Brin inspired, when they created Google. By this fault orthography, Google in the place of googol, simple and easy to retain will become famous in the whole world. One can also note the similarity with the English word goggles meaning " lunettes" , both O of the mark point out the form.