

11-2-2018

***Alexa Internet, Inc.* is an American company based in California that provides web traffic data and analytics. It is a wholly owned subsidiary of Amazon.com.**

Founded as an independent company in 1996, Alexa was acquired by Amazon in 1999. Its toolbar collects data on Internet browsing behavior and transmits them to the Alexa website, where they are stored and analyzed. This is the basis for the company's web traffic reporting. According to its website, Alexa provides web traffic data, global rankings and other information on 30 million websites. As of 2015, its website has been visited by over 6.5 million people monthly. As of November 2018, the number 1 Alexa Rank belongs to Google.com.

A shorter definition would be: It's owned by Amazon and ranks websites 1 – 30 million based on traffic.

Saiontz & Kirk- 1,000,000

Jacklitsch Law Group- 2,300,000

D'Amore Law- 3,300,000

Silverman Thompson- 3,500,000

Schochor, Federico and Stanton- 5,000,000

Chasen Boscolo- 5,000,000

Dugan Babij- 15,000,000

Potter Burnett- 30,000,000+