

Forum:[Hack Forums](#)

Thread: [Rest in Peace, Alexa.com \(EoS Reached on May 2022\)](#)

Raymond Reddington - June 8, 2022, 2:08 pm

I just recently visited Alexa.com for some work-related tasks today and saw that it has shut down. Had to use an alternative like SimilarSite instead for the time being.

Not to be confused with Amazon Echo/Alexa, the voice AI, we're talking about Alexa Internet, where the term "Alexa ranks" originated from.

Quote:Alexa Internet, Inc. was an American web traffic analysis company based in San Francisco. It was a wholly-owned subsidiary of Amazon. Alexa was founded as an independent company in 1996 and acquired by Amazon in 1999 for \$250 million in stock. Alexa provides web traffic data, global rankings, and other information on over 30 million websites. Alexa estimates website traffic based on a sample of millions of Internet users using browser extensions, as well as from sites that have chosen to install an Alexa script. As of 2020, its website was visited by over 400 million people every month.

Has anyone from here used it before?

Does anyone else think that Amazon may just re-use the domain in the future for Alexa instead? There have been some interesting tech developments over at Amazon lately.

Upgrader - June 8, 2022, 2:16 pm

Is there a reason they shutdown? Seems strange considering "As of 2020, its website was visited by over 400 million people every month."

Upgrader - June 8, 2022, 2:20 pm

(Jun 8, 2022 02:19 PM)phantomman55 Wrote: [\[CITE\]](#) They ended up being broke!! They had no choice since they don't show ads and people stopped paying their monthly subs.

So, they ended up being broke.

Amazon shutting something down due to negative margins is quite unique.

Rev - June 8, 2022, 2:21 pm

(Jun 8, 2022 02:08 PM)Raymond Reddington Wrote: [\[CITE\]](#) I just recently visited Alexa.com for some work-related tasks today and saw that it has shut down. Had to use an alternative like SimilarSite instead for the time being.

Not to be confused with Amazon Echo/Alexa, the voice AI, we're talking about Alexa Internet, where the term "Alexa ranks" originated from.

Has anyone from here used it before?

Does anyone else think that Amazon may just re-use the domain in the future for Alexa instead? There have been some interesting tech developments over at Amazon lately.

I remember when I was at my peak in my niche, how much your alexa rank mattered. its just not a thing now?

Upgrader - June 8, 2022, 2:30 pm

(Jun 8, 2022 02:24 PM)phantomman55 Wrote: [\[CITE\]](#) Amazon made a huge ass loss last quater. If that was the reason interesting to see this be the thing to go.

Jake Johnson - June 8, 2022, 2:45 pm

I haven't used that site in ages personally. I wouldn't be surprised if Amazon takes advantage of the domain for their own purposes though.

Nullusia - June 8, 2022, 3:49 pm

I'd never actually used this site, but something historical closing down is always sad.

littleblueguy24 - June 8, 2022, 8:08 pm

I'm surprised there wasn't an unobstructive way to do ads. I mean it's not a historical building but still

I-I - June 8, 2022, 8:17 pm

Yeah I used to use them all the time. Sad to see them go.

Was a good ranking website for other sites.

VBS Diamond - June 9, 2022, 7:46 am

Damn rip to Alexa let me know of some alternatives

Raymond Reddington - June 9, 2022, 8:15 am

(Jun 9, 2022 07:46 AM)VBS Diamond Wrote: [\[CITE\]](#) Damn rip to Alexa let me know of some alternatives

You can check out SimilarSite.

SEMRush is also a good tool but it only offers very limited functionality on a Free Plan.

(Jun 8, 2022 03:49 PM)Nullusia Wrote: [\[CITE\]](#) I'd never actually used this site, but something historical closing down is always sad.

Yep, it's been up for over 2 decades, almost was about to be 2.5.

Pretty much has been around since the inception of Amazon (although Amazon only acquired them later near the year 2000)

Athr - June 9, 2022, 8:41 am

For the better part of the decade, Google has had the last say when it comes to the success of your website.

Alexa.com rankings lost its importance over time and now is a relic of the past...

RIP

SSH - June 9, 2022, 9:43 am

RIP Alexa.Com you was a real one.

jcole - June 9, 2022, 9:44 am

Rest in peace Alexa.com you have been ranking me since 15'

TomHack - June 9, 2022, 10:55 am

I remember when starting blogs few years ago and still using alexa for taking keywords with less competitors.

Sadly it being shutdown by Amazon itself, after all its just about business. making profit or not.

Raymond Reddington - June 9, 2022, 10:56 am

(Jun 9, 2022 10:55 AM)TomHack Wrote: [\[CITE\]](#) I remember when starting blogs few years ago and

still using alexa for finding less competitor keywords.

Sadly it being shutdown by Amazon itself, after all its about business. making profit or not.

I reserve the same feelings about its shutdown. Its unfortunate but I guess at the end of the day they weren't clearing enough profit, they haven't given us an official reason however data from traffic and marketing analytics firm Semrush has shown that there has been a constant decline in the service's own traffic over the years.

vegetajgd - June 10, 2022, 4:57 am

Ohh man. Just today i was looking for searching for site specific i didn't remember its name and now i read this. This was one of the best free tools out there to check out website and stats related to that and what not.

Ohh well, It's something i didn't expect but nothing can last forever in that sense.

Raymond Reddington - June 10, 2022, 5:13 am

(Jun 10, 2022 04:57 AM)vegetajgd Wrote: [\[CITE\]](#) Ohh man. Just today i was looking for searching for site specific i didn't remember its name and now i read this. This was one of the best free tools out there to check out website and stats related to that and what not.

Ohh well, It's something i didn't expect but nothing can last forever in that sense.

It's unfortunate, if you need an alternative that's easier to use/access than SEMRush, I'd recommend SimilarSite.

What I'm sad about is the term "Alexa rank" is going to be erased in history soon.

vegetajgd - June 12, 2022, 9:46 am

(Jun 10, 2022 05:13 AM)Raymond Reddington Wrote: [\[CITE\]](#) It's unfortunate, if you need an alternative that's easier to use/access than SEMRush, I'd recommend SimilarSite.

What I'm sad about is the term "Alexa rank" is going to be erased in history soon.

Thanks for the alternatives. Known about SEMrush will use. SimilarSite and see. And yaa 'ALEXA RANK' May it Rest In Peace :D