

table, and several preset sites from diverse industries are checked along with yours, for comparison, as shown in Figure 16-6. Google is one of those comparative sites — notice that Google’s assessment of its own backlink network is much lower than the networks of MSN, AllTheWeb, and AltaVista.



Mike’s backlink checker conveniently remembers the five URLs you last searched. Each search after your first includes the results for your previous five searches.

When you get to the page listed in the URL, scroll down a bit to find the Link Popularity Check button and URL entry box.

## TopSiteListings.com

<http://www.topsitelistsings.com/optimization.php>

TopSiteListings is an optimization consultancy with an abundance of do-it-yourself information on the site. The preceding link leads you directly to a section of the News & Article archive devoted to optimization.

Your report is being processed. Please wait...  
If you're still waiting after 60 seconds, please [close this window](#) and try again.

### Your Link Popularity Report

Created by [www.Mikes-Marketing-Tools.com](#) Searched URL Last 5 Searched URLs

Notes: Divide Google results by 2 to get the actual number of incoming links. The stats don't really mean much. What is important is that your site's link popularity is higher than your competitors'.

Site URL	Google	MSN	AllTheWeb	AltaVista	Teoma	Total
<a href="http://www.digitalongstream.com">http://www.digitalongstream.com</a>	105	16	18,768	27	205	19,121
Compared to other sites...						
Site URL (check Time)	Google	MSN	AllTheWeb	AltaVista	Teoma	Total
<a href="http://www.google.com">http://www.google.com</a> (02/09/2004 - 02:15 PST)	307,000	2,312,571	18,661,506	5,064,016	184,200	26,529,293
<a href="http://www.yahoo.com">http://www.yahoo.com</a> (02/09/2004 - 02:46 PST)	537,000	2,508,866	7,098,795	2,184,159	82,700	12,411,520
<a href="http://www.alltheweb.com">http://www.alltheweb.com</a> (01/04/2004 - 08:26 PST)	27,800	237,613	5,802,356	303,707	22,200	6,393,676
<a href="http://www.harvard.edu">http://www.harvard.edu</a> (01/02/2004 - 07:41 PST)	32,200	31,815	164,587	54,889	6,560	290,051
<a href="http://www.ezskins.com">http://www.ezskins.com</a> (02/01/2004 - 05:59 PST)	706	1,090	57,288	6,482	569	66,135
<a href="http://www.psychology.org/">http://www.psychology.org/</a> (09/05/2003 - 05:21 PST)	611	1,552	14,767	3,431	894	21,255
<a href="http://www.digitalongstream.com">http://www.digitalongstream.com</a> (02/09/2004 - 19:01 PST)	105	16	18,768	27	205	19,121
<a href="http://www.mikes-marketing-tools.com">http://www.mikes-marketing-tools.com</a> (02/09/2004 - 07:15 PST)	348	230	10,357	2,618	148	13,701

**Figure 16-6:**  
Results of  
Mike’s Link  
Popularity  
Checker.