

Google cares about the PageRank of referring sites. A referring site's PageRank contributes to *your* PageRank. Figure 3-8 shows the Theme Link Reputation Tool waiting to be used.

Figure 3-8:
The tool is ready to accept your site address and keywords.

Theme Link Reputation Tool™ : "Measuring the Power of your backlinks."

Reveals backlinks pointing to your **target** url along with the following:

- Link Survey (for the page of each backlink - # of outbound links & est. # of inbound links)
- Link Reputation Score (of each backlink for the target theme) **The higher the score, the better the reputation conferred by the backlink.**
- Text used in links pointing to you (from

- 1) Target web page (without "http://"):
ex. *www.free-weight-loss-resources.com*
- 2) Target SEO Keyphrase/Theme:
ex. *weight loss*
- 3) License key (optional up to 1000 uses for the day)
- 4) Max number of results per page:

If you have your own Google API license key, we would appreciate your entering it here. It will be used only for the searches you do with this script, and it will not be stored anywhere or used in any other way.

The Theme Link Reputation Tool is located here:

<http://198.68.180.60/cgi-bin/link-reputation-tool.cgi>

Follow these steps to use the Theme Link Reputation Tool:

1. In the first field, enter your site address.

That's the URL without the `http://` prefix.

2. In the second field, enter your site's core keywords.

This chapter's involvement in optimization keywords gets more intense in the next chapter. For now, determine a single keyword or two-word phrase that best describes your page's content. In our fictional example from earlier, `www.the-coin-trader.com`, the optimization key phrase might be "coin trading" or "coin collecting." A good single keyword would be "coins" or "collecting."

3. Using the drop-down menu, select the number of results per page.

The third field is optional; I discuss Google license keys in a moment.