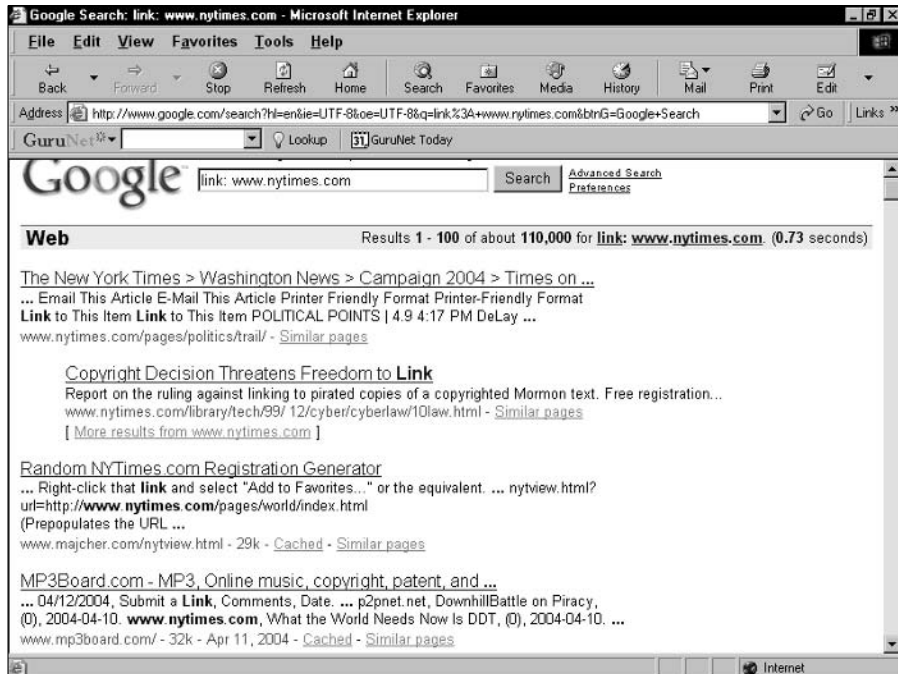punctuation mark followed by a keyword. When using the `link:` operator, the keyword is always a page URL. Here's an example:

```
link: www.nytimes.com
```

The result is a list of pages that link to the *New York Times* home page (see Figure 3-7). You may check backlinks to inner pages of a site, too, like this:

```
link: www.nytimes.com/pages/world/index.html
```


Figure 3-7:
Using the
link:
operator to
check
backlinks.

Google's `link:` operator does not deliver complete results — by a long shot. Google itself admits that the results of a `link:` operator search are not indicative of the entire backlink structure used by Google's spider to formulate a site's PageRank. Lycos (`www.lycos.com`) also uses the `link:` operator, and its results are far more comprehensive than Google's. (However, I've also uncovered errors in Lycos results.) Both Google and Lycos are valuable venues for `link:` operator testing.

Using the Theme Link Reputation Tool

The Theme Link Reputation Tool, is a little-known and brilliant gadget that measures the PageRank worthiness of sites that link to you. Remember,