

#### 4. Click the Submit button.

The results page (see Figure 3-9) presents a table with information about your backlinks, including the pages on which they're located and a Reputation Score for each one. The Reputation Score quantifies the factors that Google's spider takes into consideration when evaluating the worth of links from one page to another. Of course, the Theme Link Reputation Tool is not a Google site, and it's not privy to the Google algorithm. But the general parameters of backlink evaluation are well-known, and this tool can give you some idea of whether your backlink network is benefiting you as much as it should.



Click the Reputation Score column to sort your results from highest reputation to lowest.

Free Link Reputation Measurement Tool - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites Media History Mail Print Edit

Address http://198.68.180.60/cgi-bin/link-reputation-tool.cgi

Google link reputation tool Search Web PageRank 6 blocked AutoFill Options link

Page 1  
A column with a \*\*\* indicates a sortable column. Click the column heading to sort results by that column.

Backlink URL ***	Backlink Title ***	Inbound Links ***	Outbound Links ***	Reputation Score ***	Link T
17) http://blogcritics.org/archives/categories/music_rock.php - 58k	Blogcritics: Music: Rock	59	552	65.00	"B"
16) http://blogcritics.org/archives/categories/et_cetera_humor_and_satire.php - 59k	Blogcritics: Et Cetera: Humor and Satire	10	552	0.00	"B"

Done Internet

**Figure 3-9:**  
The pages that link to your site are ranked.



You can call up only 50 backlink results at a time. This means you won't see your entire network if you've been working hard. Another thing to remember: If you use the Theme Link Reputation Tool often, go to Chapter 5 and discover how to obtain a Google license key. It's free. You can run tools such as the LRMT 1000 times each day without a key, but then they stop functioning. The free license key is good for 1000 daily searches at any site that accesses the Google index, like this one. To discover more about such sites, some of which are more fun than Google itself, please read *Google For Dummies*.