

The screenshot shows the Alexa website interface in Microsoft Internet Explorer. The browser's address bar displays the URL: `http://www.alexa.com/data/details?url=www.blogcritics.org`. The page features the Alexa logo and navigation links for "BROWSE SUBJECTS", "TOP 500 SITES", "MOVERS & SHAKERS", and "FREE TOOLBAR". A search bar is present with the text "SEARCH THE WEB" and a "GO!" button. Below the search bar, there is a section titled "MORE ABOUT THIS SITE" with links for "Explore this site", "Overview", "Related Links", "Sites Linking in", and "Traffic Detail". The main content area displays "Blogcritics.org" with a "Go to site now" button. A traffic rank is shown as "Traffic Rank for blogcritics.org: 31,432" with a "See Traffic Details" link. A section titled "People who visit this page also visit:" lists several related sites: [Metafilter.com](http://www.metafilter.com), [Blogger.com](http://www.blogger.com), [Tres Producers](http://tres_producers.blogspot.com), and [Boingboing.net](http://boingboing.net). The browser's status bar at the bottom shows "Done" and "Internet".

Figure 3-10:
The main display page of Alexa.com.

The screenshot shows the Alexa Web Search results page in Microsoft Internet Explorer. The browser's address bar displays the URL: `http://www.alexa.com/data/ds/linksin?q=link.blogcritics.org&url=www.blogcritics.org`. The page features the Alexa logo and navigation links for "BROWSE SUBJECTS", "TOP 500 SITES", "MOVERS & SHAKERS", and "FREE TOOLBAR". A search bar contains the text "link:blogcritics.org/" and a "GO!" button. Below the search bar, there is a section titled "Sites 1 - 10 of 1,071 linked to blogcritics.org:" which lists three results:

- Yahoo**: picks.yahoo.com/picks/20020908.html - Site info
- Msn**: auto.search.msn.com/results.asp?q=micosizer+tracing+vid... - Site info
- Msn**: search.msn.com/results.asp?RS=CHECKED&FORM=MSNH&v=1&q=b... - Site info

 To the right of the search results, there is a section titled "Shopping Results from Amazon.com" which lists three items:

- International Organizations: Principles and Issues...** by A. LeRoy Bennett. Our Price: \$73.33, Used Price: \$33.00.
- OpenOffice.Org 1.0 Resource Kit** by Solveig Haugland. Our Price: \$27.99, Used Price: \$17.95.
- Lonely Planet China (China, 8th Ed)** by Damian Harper. Our Price: \$20.99, Used Price: \$14.50.

 The browser's status bar at the bottom shows "Internet".

Figure 3-11:
Backlinks for the Blogcritics.org site.