



**Figure 16-3:** Results of the Keyword Verification test. Some engines see the inner page; some do not.

## Marketleap Link Popularity Check

[www.marketleap.com/publinkpop](http://www.marketleap.com/publinkpop)

Marketleap's second optimization tool measures your incoming link network (see Chapter 3). In an attractive twist, this little engine also lets you compare your main link with three comparison URLs, as shown in Figure 16-4.

Finally — and this goes above the call of duty — the results page fills in gaps by supplying total incoming links for many other URLs, providing a broad context in which to evaluate your site. The result can be discouraging, but here goes:

### 1. Enter your site's URL, and then enter three comparison URLs.

In both cases, enter the exact page you want to compare, with the understanding that in most cases it should be the home, or index, page. Most incoming links aim straight for the front door. However, if you have been optimizing and networking an inner page, this is the place to check out the results.