

**Figure 16-4:**  
The Link  
Popularity  
Check,  
ready to  
compare  
the backlink  
totals of four  
sites in five  
search  
engines.

## 2. Select an industry from the drop-down list.

This selection determines the nature of the fill-in sites that Marketleap provides on the results page. The more accurately you choose the industry, the more meaningful the context of your results.

## 3. Enter the access code.

Again, this step blocks automated scripts.

## 4. Click the Generate Report button.

Wait a few seconds for the results to appear on your screen. This tool is usually slower than the Keyword Verification device.

Figure 16-5 illustrates a results table. You see only part of the table; the comparison results continue down the page, ending with media juggernaut CNN.com and its impressive 6.6 million backlinks.



Note that Google often shows fewer incoming links than the other four search engines in the table. It can be a shock to think that your site's hard-won backlinks are incompletely represented in Google. Actually, Google doesn't necessarily divulge all incoming links in its index for a given page.