



**Figure 16-5:**  
The Link Popularity Check results table. You can search again against a different comparison industry.

Google excludes similar results, which, in many cases, means inner pages of sites. Those inner pages might be in your own site, if you generate a lot of your own incoming links (most sites do). Furthermore, Google (at its discretion) excludes the display of incoming links with low PageRanks. The result of these omissions can make it seem that other engines do a better job of assessing a site's backlink network. That might or might not be true in any given crawl cycle. The more common truth is that Google withholds some results of some searches using the `link:` operator. Google explicitly warns Webmasters not to trust the `link:` operator (used here for Google's column in the results table) for a full backlink picture. The value of this table lies in the comparisons it affords.



From the search results table, use the drop-down menu to run the search again against a different industry.

## Mike's Link Popularity Checker

[www.mikes-marketing-tools.com/link-popularity/](http://www.mikes-marketing-tools.com/link-popularity/)

An alternative to the Marketleap tool described in the preceding section, Mike's backlink checker does not include results from HotBot but adds Teoma to the mix. Google, of course, is included. The results are packaged in an attractive