table, and several preset sites from diverse industries are checked along with yours, for comparison, as shown in Figure 16-6. Google is one of those comparative sites — notice that Google's assessment of its own backlink network is much lower than the networks of MSN, AllTheWeb, and AltaVista.



Mike's backlink checker conveniently remembers the five URLs you last searched. Each search after your first includes the results for your previous five searches.

When you get to the page listed in the URL, scroll down a bit to find the Link Popularity Check button and URL entry box.

TopSiteListings.com

http://www.topsitelistings.com/optimization.php

TopSiteListings is an optimization consultancy with an abundance of do-it-yourself information on the site. The preceding link leads you directly to a section of the News & Article archive devoted to optimization.

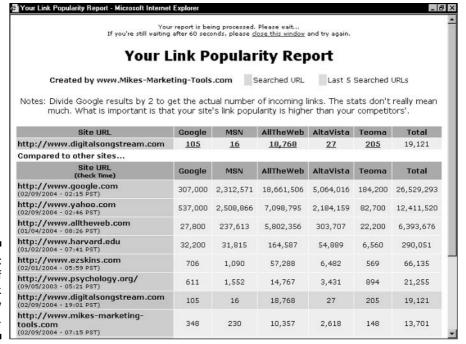


Figure 16-6: Results of Mike's Link Popularity Checker.