Google cares about the PageRank of referring sites. A referring site's PageRank contributes to *your* PageRank. Figure 3-8 shows the Theme Link Reputation Tool waiting to be used.

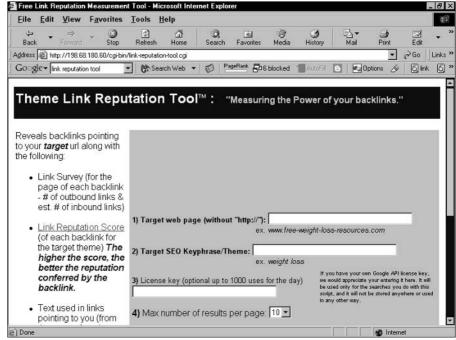


Figure 3-8: The tool is ready to accept your site address and keywords.

The Theme Link Reputation Tool is located here:

http://198.68.180.60/cgi-bin/link-reputation-tool.cgi

Follow these steps to use the Theme Link Reputation Tool:

1. In the first field, enter your site address.

That's the URL without the http://prefix.

2. In the second field, enter your site's core keywords.

This chapter's involvement in optimization keywords gets more intense in the next chapter. For now, determine a single keyword or two-word phrase that best describes your page's content. In our fictional example from earlier, www.the-coin-trader.com, the optimization key phrase might be "coin trading" or "coin collecting." A good single keyword would be "coins" or "collecting."

3. Using the drop-down menu, select the number of results per page.

The third field is optional; I discuss Google license keys in a moment.