

8-11 Measuring Inbound Links

8-11.1 Google link search

To find out how many inbound links you have and where they are coming from use the Google home page and enter link: www.websuburb.com.au (i.e. your page). This recommended search seems to produce a limited set of results compared to the following search syntax. “www.yourdomain.com.au –site:www.yourdomain.com.au”

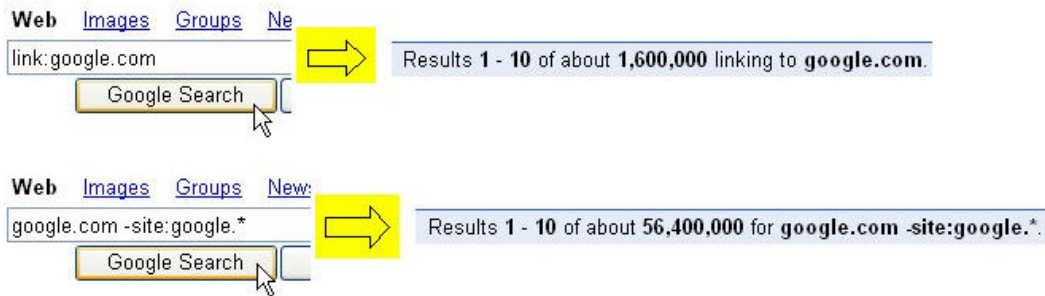


Figure: Comparison of link: and –site: search

8-11.2 Tracking performance

Refer to the website stats from your ISP to measure the effectiveness of your inbound links. Focus on increasing the quality site links that enjoy a user profile that best suits your target market

Links from an external page (other web sites except search engines)	
17 different pages-url	Hits
http://narrabeengolf.com.au	235
http://narrabeengolf.com.au/GolfAcademy/GolfTuition/tabid/60/Default.asp...	14
http://narrabeengolf.com.au/MiniGolf/BirthdayParties/tabid/56/Default.as...	9
http://narrabeengolf.com.au/Default.aspx	5
http://www.kidspot.com.au/search-kidspot.asp	4
http://www.activities4kids.com.au/ActivityDisplay.aspx	3
http://by109w.bay109.mail.live.com/mail/ApplicationMain_11.00.0006.0075...	3
http://narrabeengolf.com.au/Prices/tabid/66/Default.aspx	3
http://assetmanagementinformation.com/assetmanagementrss.xml	1
http://vivisimo.com/search	1
http://assetmanagementinformation.com	1
http://www.hyinvest.com	1
http://www.dogpile.com/info.dogpl.tvl/search/redir.htm	1
http://assetmanagementinformation.com/infocenter.html	1

Figure: Measuring hit counts from linked sites

The next step in Search Engines is Content

<http://www.websuburb.com.au/HelpDesk/SearchEngines/SEOcontent/tabid/774/Default.aspx>

