

# Find Out What Google Thinks Of Your Site?

## **What Google Thinks Of Your Site?**

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For most online marketers Google is the only search engine that really counts. It now has over 60% of the all important U.S. search traffic market. In other countries its share is well over 80% or more.

### **Simply put, Google delivers the most traffic.**

I have always geared my online marketing towards Google. I have spent years building my rankings for my keywords and my sites within Google. If you take out the fact that it has nearly driven me insane, it has mostly been a positive experience.

In trying to reach the highest rankings possible I have to be constantly aware of what Google thinks of my site and content. It is important to know how Google views and rates your site or content.

Likewise, I try to find out as much about Google as is humanly possible. But Google doesn't give up its secrets easily. In fact finding out what Google thinks of your content can only be truly read in your rankings in their SERPs - if your keywords/pages are in the number one spots then Google must think you deserve to be there.

However, there are other ways of finding out how Google is viewing your content. Below are several Google webmaster tools and things you can do to discover just how Google views your site or pages. They will give you a better view of what Google thinks about your site.

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## Checking Your Content/Keywords In Google

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One handy tool that will show you what Google thinks your pages consist of is here:

[Google Keyword Tool External](#)

Just type in your URL and tick off website content and you will get a listing of the major keywords Google has for your content. If your targeted keyword or keywords are not listed, then you have to do some re-writing.

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## Checking Your Backlinks In Google

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Another helpful tool is to find out how many backlinks you have in Google. If you want to find the number of backlinks your site has.

Just type into Google Search:

link:yourURL

and it will give you the number of backlinks you have.

Google doesn't give you all your existing backlinks, so you can try Yahoo! to find a more exact number.

Just open Yahoo! and type in:

linkdomain:yourURL

Now whether Google is using or considering all these backlinks is the big question? Finding the exact number of backlinks you have in Google has always been a problem because Google is not giving you the exact number or at least this is the general opinion of most SEO experts.

Another way I monitor my links in Google is to place quotation marks around my site name or my name "bizwaremagic" or "titus hoskins" and do a search in Google. This gives me the

pages containing references to me or my site. This is usually 50-100,000 pages, I have also noticed my online income usually correlates as this number goes up or down.

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### **Checking Your Indexed Pages In Google**

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It is very important for you to know what content the search engines have indexed from your site. You can also check to see how your links are displayed and to see if any titles or descriptions are missing from your pages.

You can see how many of your pages are indexed in Google by using the site command.

Just type into Google Search:

site:yourURL

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### **Checking Your Google Cache**

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You can also check to see the Google Cache of your site by using the cache command. You will also discover when it was last retrieved.

Just type into Google Search:

cache:yourURL

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### **Checking Your PageRank Within Google**

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Another tricky issue is PageRank. This is supposed to be the heart of Google's ranking system but again Google is using "smoke and mirrors" mainly to cut out abuse and manipulation of their results. Some experts say PageRank counts, other say it doesn't.

You can check your Google PageRank here:

## [PageRank Checker](#)

From my own experiences, I have received more traffic when my site was at PR4 than I received when it was at PR6. What's important is getting high rankings for your targeted keywords... if you get top spots, it doesn't matter if you're PR4 or PR6, you're still get the traffic.

I would like to add one point to the whole PageRank issue and that has to do with perception. If you're running an online business then having a PR8 site does matter for it will bring in more business and customers (especially if you're in the SEO industry) mainly because of the "perceived value" of your site or business.

### **What Google thinks does matter!**

In other words, what Google thinks of your site can play a major role in your success. Mainly because, like it or hate it, Google has become the supreme authority on the web and what they say, counts. Therefore, you should be paying special attention to just what Google is saying about your site and acting upon that knowledge accordingly.

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Everyone is profiting for Google, find out how you can too!

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The author, a former artist and teacher, is now a full-time online marketer who has numerous websites, including two sites on Internet marketing. For the latest web marketing tools try: [Marketing Tools](#)

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If you want to learn more about where Google is headed in regards to their Search Engine, here's an interesting post by Google's own Udi Manber, VP Engineering, Search Quality:

<http://googleblog.blogspot.com/2008/05/introduction-to-google-search-quality.html>

