

Top 10 Link Tracking Tools



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Top 10 Link Tracking Tools

In many ways, links are the lifeblood of the internet. Links send people from one site to another. Links determine your search engine rankings. Links allow you to endorse other sites and allow other sites to endorse you.

Having good link tracking tools will allow you to make sure your link are working, to see who's linking to you and to track how any clicks your links are generating.

A lot of these things *are* things that you can check yourself, by hand. Using the right tools however allows you to save a lot of time *and* get more accurate results.

Here are the top 10 link tracking tools you should know about.

Tool #1: LinkShiftr

Site: <http://www.linkshiftr.com>

LinkShiftr is a link tracking tool with one unique twist: It allows you to split test destination URLs.

Let's say you're sending a link out to your Twitter followers. Instead of just sending one link that goes to one URL, you can split test two or three destinations.

You can then see which has the highest conversion. Or, if it's not conversion you're after, you can see which design gives you the longest time on site or which video title gets people to watch the whole way through.

LinkShiftr has both a free and a paid version.



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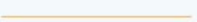

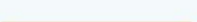
Tool #2: Bitly

Site: <http://www.bit.ly>

Bitly is one of the most popular link shorteners on the web. Because of its “.ly” extension, the actual TLD is actually only three characters long. As a result, links on Bitly’s service are extremely short, which makes it ideal for Twitter and other social networking sites.

One feature that Bitly brings to the table is click tracking. Every time someone clicks on your Bitly link, it’ll track that click. This allows you to track your visitors and the popularity of each link.

Best of all? Bitly is 100% free.

TIME		CLICKS VIA YOUR SHORTLINK		TOTAL CLICKS
		Past 7 days	Total	
Jun 17	Billing Information - PayPal www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		4	4
Jun 12	Online Payment. Merchant Account - Pa... www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		2	2
May 23	Online Payment. Merchant Account - Pa... www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		2	2
May 11	Online Payment. Merchant Account - Pa... www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		2	2
May 5	Online Payment. Merchant Account - Pa... www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		0	0
Apr 2	Online Payment. Merchant Account - Pa... www.paypal.com/cgi-bin/webscr?cmd=_s-xclick&h...		3	3

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Tool #3: Goo.gl

Site: <http://www.goo.gl>

Goo.gl is Google's link shortener. It works a lot like Bitly. You can shorten your links, as well as track all your clicks through Google's system. Whether you use Bitly or Goo.gl is largely a matter of personal preference.

Google url shortener

The screenshot shows the Google URL Shortener interface. On the left, there is a form to create a short URL. The text "Paste your long URL here:" is above a text input field containing "www.ebay.com". To the right of the input field is a blue button labeled "Shorten URL". Below the input field, a note states: "All goo.gl URLs and click analytics are public and can be accessed by anyone." To the right of the form, a double arrow points to a box containing the short URL "http://goo.gl/BbMub" with a callout "Press CTRL-C to copy". Below this, the text "0 minute ago - details" is followed by the short URL "http://www.ebay.com/". To the right of this is a thumbnail of an eBay advertisement for headphones.

Clicks for the past: [two hours](#) | [day](#) | [week](#) | [month](#) | [all time](#)

<input type="checkbox"/>	LONG URL	CREATED	SHORT URL	DETAILS	CLICKS
<input type="checkbox"/>	www.ebay.com	0 minute ago	goo.gl/BbMub	Details	0

Hidden URLs remain public, but are removed from your history 1 - 1 of 1 < >

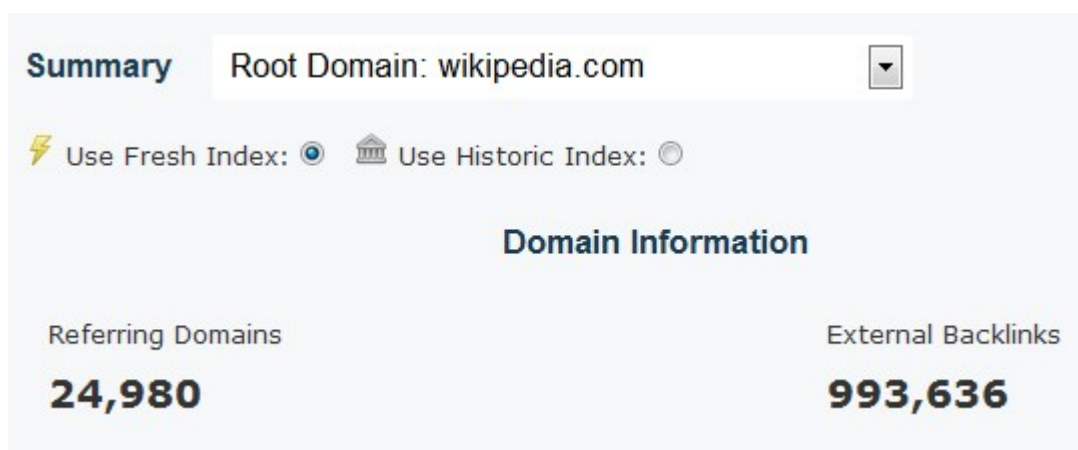
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Tool #4: Majestic SEO

Site: <http://www.majesticSEO.com>

Majestic SEO is a link research tool that can tell you what sites are linking back to your site. Tools like Majestic SEO have become increasingly important as Yahoo's old site explorer data gets older and older.

Unlike previous backlink tracking tools, Majestic SEO doesn't use data from any other search engine. Instead, they've built their own web spider / crawler that goes and finds link data on its own. This is one of the best possible ways of finding who's linking to you.



The screenshot displays the Majestic SEO interface for the domain wikipedia.com. At the top, there is a 'Summary' tab and a search bar containing 'Root Domain: wikipedia.com'. Below the search bar, there are two radio buttons: 'Use Fresh Index' (selected) and 'Use Historic Index'. The main section is titled 'Domain Information' and contains two columns of data: 'Referring Domains' with a value of 24,980 and 'External Backlinks' with a value of 993,636.

Domain Information	
Referring Domains	External Backlinks
24,980	993,636

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Tool #5: Open Site Explorer

Site: <http://www.opensiteexplorer.com>

Open Site Explorer (OSE) is quite similar to Majestic SEO. They also have their own web spider that goes out and builds their own composite of the web that they use to generate backlink data.

There are a couple differences between OSE and Majestic SEO.

First, OSE has what's called Page and Domain Authority. These work much like PageRank should in the real world. Increases in Page and Domain authority are exponential, meaning it's much easier to go from 20 to 30 than 60 to 70.

OSE's authority rankings are updated regularly, unlike PageRank. PageRank is updated more or less at Google's whim, which could be every 3 months or it could be over a year. OSE's page and domain authority are updated a lot more regularly, which can give you a better sense of your site's authority than PageRank can.

You'll generally notice fewer results with OSE than Majestic SEO. For discovering the maximum number of links, OSE isn't as good as Majestic SEO. However, to get real data on which links are valuable and which ones aren't, OSE is far better.

Link metrics for the page <http://www.google.com>

Page Authority	Domain Authority	Linking Root Domains	Total Links	Facebook Shares	Facebook Likes	Tweets	Google +1
98/100	100/100	1m	138.10m	PRO Only	PRO Only	PRO Only	PRO Only

Title and URL of Linking Page	Link Anchor Text	Page Authority	Domain Authority
(301 Redirect) [No Data] google.com/	[No Anchor Text]	97	100
Google Analytics Official Website www.google.com/analytics/	(img alt) Google	96	100
SOM - State of Michigan www.michigan.gov/	(img alt) Google	95	98
Google Books books.google.com/	Google Home	95	100

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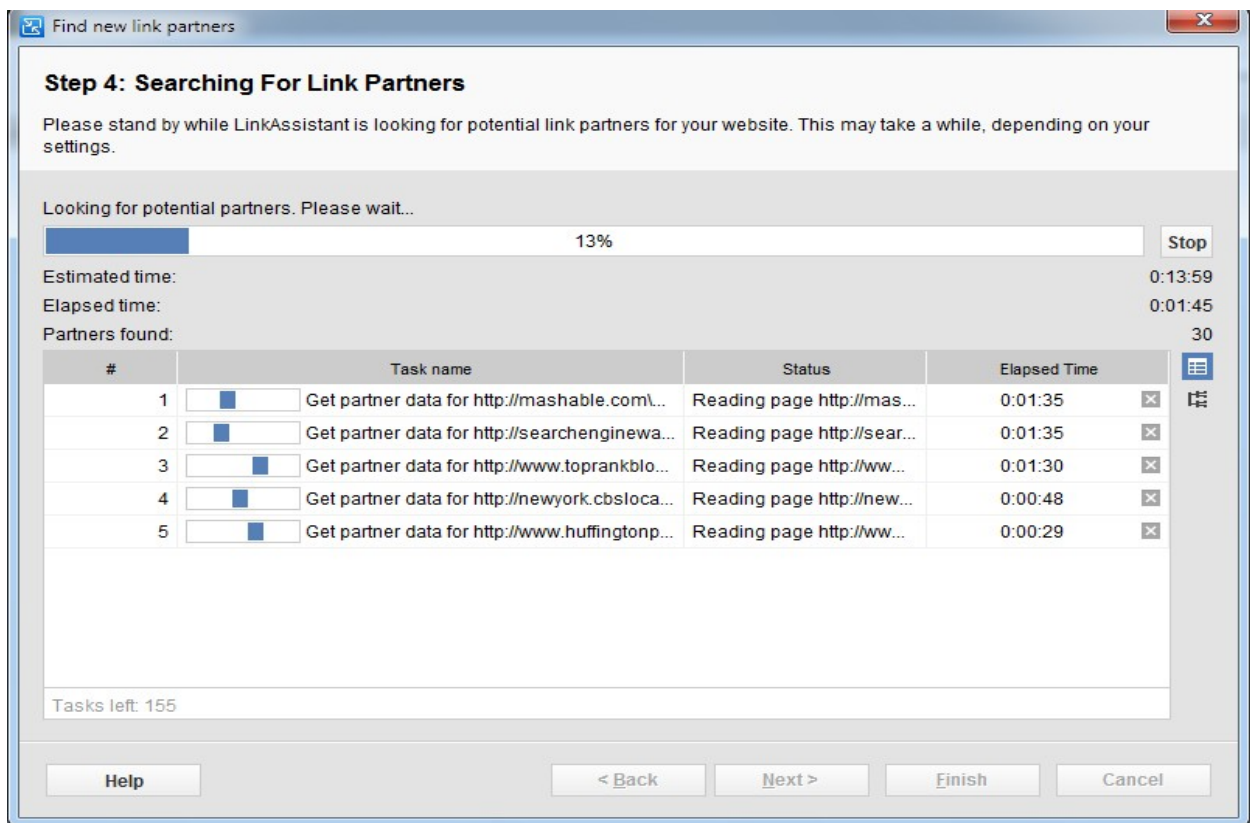
Tool #6: Link Assistant

Site: <http://www.link-assistant.com>

Link Assistant is a tool that'll help you both find new linking partners *and* track your backlinks. You can use Link Assistant to locate potential link partners through a number of different methods. It can find partners by keyword, by websites, by scraping a forum, etc.

Once someone agrees to link to you, Link Assistant can then help you verify whether or not the link is up and monitor the link to make sure it's still up a few months down the line.

The basic version of Link Assistant is free.



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Tool #7: Backlink Watch

Site: <http://www.backlinkwatch.com>

Backlink Watch is a simple and easy way to find people who're linking back to your website. Just type the domain or page URL that you want to lookup in Backlink Watch and it'll generate a long list of sites that linked to your page.

There are no subscriptions and no fees. You don't get just partial results. It's just a 100% free tool to help you find the people who're linking to you.

No.	Backlink URL	Anchor Text	PR	OBL	Flag
1	http://www.easycash4life.com/	www.warriorforum.com	(...)	56	
2	http://www.webhostingmasters.com/		(...)	0	
3	http://designweaver.info/		(...)	0	
4	http://blog.donandieremy.com/the-best-spinner-review-sa.....		(...)	0	
5	http://www.affheller.com/		(...)	0	
6	http://20smoney.com/2010/08/25/internet-marketing-mlm-m.....	WarriorForum.com	(...)	153	
7	http://www.homebusinesssecrets.net/	Work at Home Forum	(...)	94	
8	http://4d1.info/	Warrior Forum	(...)	124	nofollow
9	http://mriavo.com/	Warrior	(...)	247	
10	http://www.quantumseolabs.com/blog/aboutme	Warrior Forum	(...)	85	
11	http://www.mathuquins.com/55-essential-articles-every-.....		(...)	0	
12	http://www.euserreviews.com/courses/universities/affili.....	Warrior Forum	(...)	115	
13	http://www.majormarketintools.com/	The Warrior Forum	(...)	59	
14	http://www.im-blackbook.com/market-samurai-review.php	Warrior Forum	(...)	85	
15	http://www.paulcounts.com/	Warrior Forum	(...)	170	
16	http://mriiv.com/	WarriorForum.com	(...)	51	
17	http://isobios.com/free-give-away-offers/	WarriorForum	(...)	125	nofollow
18	http://ecommweb.blogspot.com/	The Warrior Forum	(...)	61	
19	http://marketingonlinewithyou.com/	Warrior Forum	(...)	136	
20	http://www.im-blackbook.com/stevan-clayton.php	Warrior Forum	(...)	105	
21	http://www.cotvewens.com/reviews/cpa/secret-cash-bluepr.....		(...)	0	
22	http://www.im-blackbook.com/niche-profit-classroom-rev.....	Warrior Forum	(...)	85	
23	http://andreakropp.com/	Warrior Forum	(...)	115	nofollow
24	http://www.zdnet.com/blog/seo/how-to-get-rich-quick-and.....	Warrior Special Offer	(...)	473	

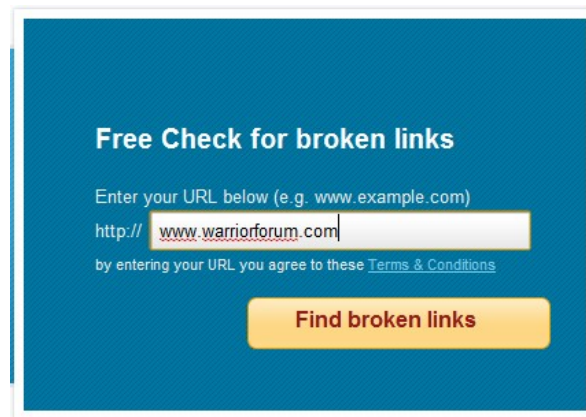
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Tool #8: Broken Link Checker

Site: <http://www.brokenlinkcheck.com>

Broken link checker allows you to type in a domain name to quickly check to see if that domain is linking to any broken links. Linking to broken links is not only bad for your user experience, but bad for SEO as well. Google figures that anyone who's linking to broken sites probably isn't all that credible.

Instead of checking your links by hand, using a tool link Broken Link Checker makes finding broken links a whole lot easier.



The image shows a screenshot of the Broken Link Checker tool interface. It features a dark blue background with white text. At the top, it says "Free Check for broken links". Below that, it prompts the user to "Enter your URL below (e.g. www.example.com)". A text input field contains "http:// www.warriorforum.com". Below the input field, it says "by entering your URL you agree to these [Terms & Conditions](#)". At the bottom, there is a yellow button with the text "Find broken links".

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Tool #9: Linkchecker Submit Express

Site: <http://linkchecker.submitexpress.com>

Much like Backlink checker, Linkchecker will scan a website for all its links and make sure that none of them are broken.

What's great about Linkchecker is that you can watch its progress in real time. It scans both internal and external links. It also scans images, to make sure that you aren't linking to any pictures that don't exist anymore.



Broken link Checker Tool

- ✔ <http://www.warriorforum.com/warrior-forum-news/119745-warrior-forum-going-back-paid-status.html>
- ✔ <http://www.warriorforum.com/>
- ✔ http://cdn.warriorforum.com/images/newsletter_01.gif
- ✔ <http://cdn.warriorforum.com/images/spacer.gif>
- ✔ http://cdn.warriorforum.com/images/newsletter_02.gif
- ✔ http://cdn.warriorforum.com/images/newsletter_04.gif
- ✔ http://cdn.warriorforum.com/images/newsletter_06.gif
- ✔ http://cdn.warriorforum.com/images/newsletter_07.gif
- ✔ http://cdn.warriorforum.com/images/newsletter_08.gif
- ✔ http://cdn.warriorforum.com/images/site_03.gif
- ✔ http://cdn.warriorforum.com/images/site_05.gif
- ✔ <http://www.warriorforum.com/blogs/>

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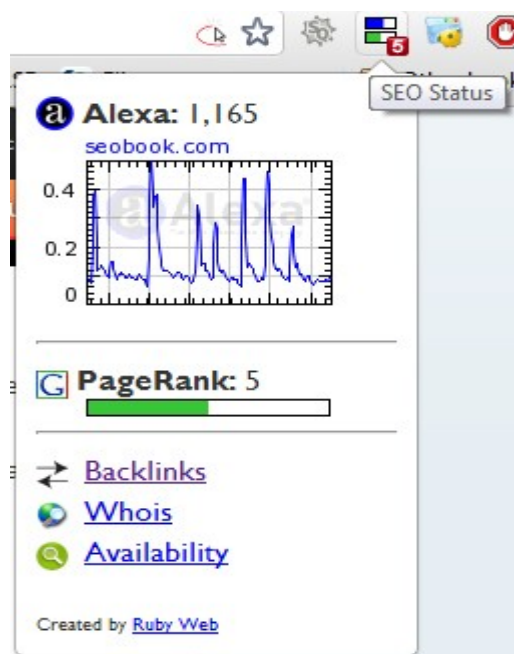
Tool #10: SEO Status, SEO Quake

Site: <https://chrome.google.com/webstore/detail/bjgpmafbkgcchdjehdpnfgfgbdfahapa>

SEO Status and SEO Quake are both plugins for Chrome and Firefox that can tell you the Alexa ranking and the Google PageRank of any page that you're on.

This can allow you to quickly get stats on any page you're on, whether it's your own website or someone else's website. It'll help you quickly evaluate a page to determine whether or not it's worth trying to get a link from them.

It can also help you gauge how authoritative a certain page on your website is in Google's eyes. That'll help you figure out how well that page is doing and whether it warrants more effort to try to get that page to rank.



These are the top 10 link tracking tools on the web, from URL shorteners to rotators to browser plugins to backlink checkers.

Online Business Info Product Resources

[John Thornhill's Digital Mentorship Monthly](#) - Follow A *real Life* Internet Marketer On The Road To Success. Step-by-step Videos Show You How.

[\\$100k Results Live Training & Coaching IM Membership!](#) - Best-in-class With Hundreds Of Testimonials, Hundreds Of Successes!

[Simplyplr.com](#) - The Internets Best PLR Content And Article Marketing Provider. Get Professionally Written, Unique PLR Article Content And Spin-ready Articles Each Month Based On Market Researched Niche Topics. Automatically Post Articles To Your Blogs In Seconds!

[PLR Ebook Club](#) - Instantly Profit From Over 400 Niches! Get Monthly PLR Ebooks, Articles, Adsense Websites, Autoresponders, And More! Discover The Insider Secrets Of How Thousands Of Internet Marketers Are Making Money With PLR (private Label Rights) Articles And Ebooks!

[Affiliate Blogger Pro](#) - Multi-media Program By Super Affiliate Blogger, Provides Step-by-step Instruction To Setup And Make Money From Blogs Through Affiliate Marketing.

[Internet Marketing Apprentice](#) - Internet Marketing Apprentice Is For Those People Serious About Making Money Online.

[The Blog Class](#) - Over 85 Videos For How To Setup, Design, Use, Grow, And Earn Revenue From A Blog From Start To Finish. For Professional And Beginner Alike, The Blog Class Has Everything You Need To Get The Most From Your Blog.

[Affiliate Elite](#) - New Affiliate Marketing Software!