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# Ready To Discover Who's Linking To You Using Free Tools

I'm sure you've heard the terms backlinks and link building. Are you curious to learn more about what exactly backlinks are, how you can find them and what you can then do with that information. It's an important topic that plays a big role in how much traffic your site gets. Let's get started.

## **What Are Backlinks?**

Let's start by looking at what exactly backlinks are. A link is a connection between two pages on the web. By pointing and clicking on various links, we move from one page to the next. Chances are you clicked on a link to find this article you are reading now. That link may have been in an email, on a website or on a Google search results page. When you look at a backlink report, you can discover how many other sites are linking to yours. The more links you have the more traffic you usually get to that page.

## **How Do You Find Out Who's Linking To You?**

There are quite a few [link popularity tools](#) out there that you can use to find out who's linking to you. Some charge you an arm and a leg for information that you can easily get for free. The first tool I go to when I do a backlink check is the yahoo site explorer tool. It allows you to enter the url of any web page and will then show you how many pages yahoo has indexed for that site and more importantly how many backlinks the site has. This tool allows you to look at either all the links pointing to a website, or you can search for the backlinks to a particular url or page. Another good tool is the SEO Quake plugin for Firefox which will give you a lot of the same information for each web page you look at and even the pages on a search results page. I recommend you try them both and then pick the one that is easiest for you.

## **Why Is It Important To Check Backlinks?**

There are a couple of good reasons why you want to check on your own backlinks. First of all you want to make sure that your link building efforts are paying off. But it doesn't stop there. It's also a good idea to keep track of who else is linking to you. You never know when you come across a potential new JV partner or someone you could guest blog for etc.

Here's an extra tip for you. You can apply this same strategy to find out who is linking to your competitor's site. Once you know who is linking to them, you can approach those sites and get links to yours. It's a great strategy to get more links and outrank your direct competitors for any given keyword. And now I would like to invite you to learn more about backlinks and how you can start generating more high-quality links to your site. Take a look at my [link building program](#) and discover how it can help you get plenty of free targeted visitors to your websites.

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