

## Competition Research: Yahoo Site Explorer

A link from another webpage to one of your webpages is a vote of confidence for your webpage. That's why search engines use links to a page as a criteria when deciding where to place a webpage in the search results. The more links a page has, the higher it ranks.

Yahoo Site Explorer (YSE) is a great free tool that will show you how many links a site or page has and exactly what those links are. Here's how to use it.

### #1 Find a Page Whose Links You Want to Know about

I went to Google and did a search on "home based business ideas".

The third search result was the web page

<http://www.entrepreneur.com/homebasedbiz/homebasedideas/article201588.html>

Let's find out how many other webpages link to this webpage.

### #2 Get into Yahoo Site Explorer

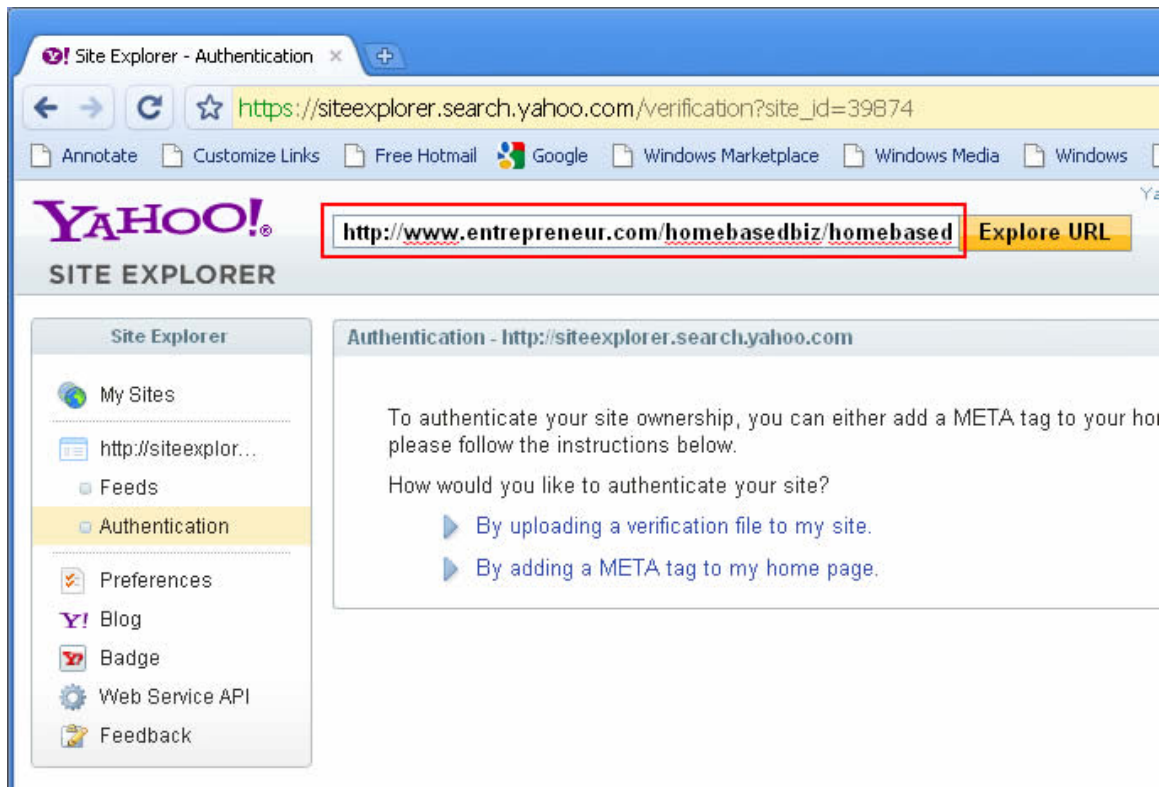
1. If you don't already have one, create a Yahoo account at [www.yahoo.com](http://www.yahoo.com)
2. Then go to <http://siteexplorer.search.yahoo.com>. It will re-direct you to a secure page.
3. When it prompts you, log in to your Yahoo account.

### #3 Enter the URL you want to know about.

Then click on the "Explore URL" button

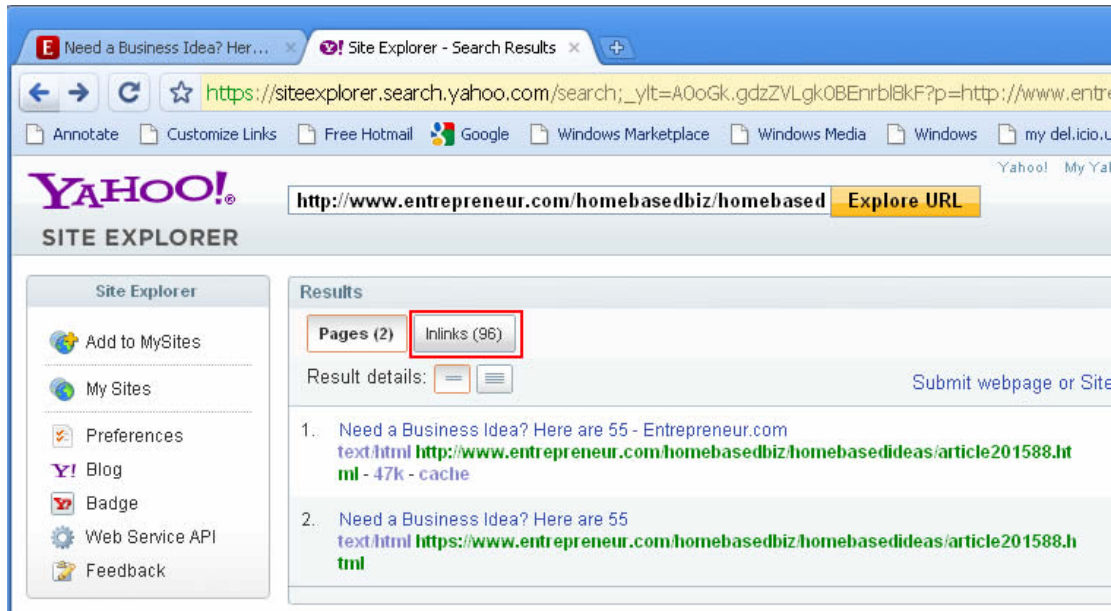
(The authentication process is for websites you own and manage.

You don't need to go through it for sites you want to research.)

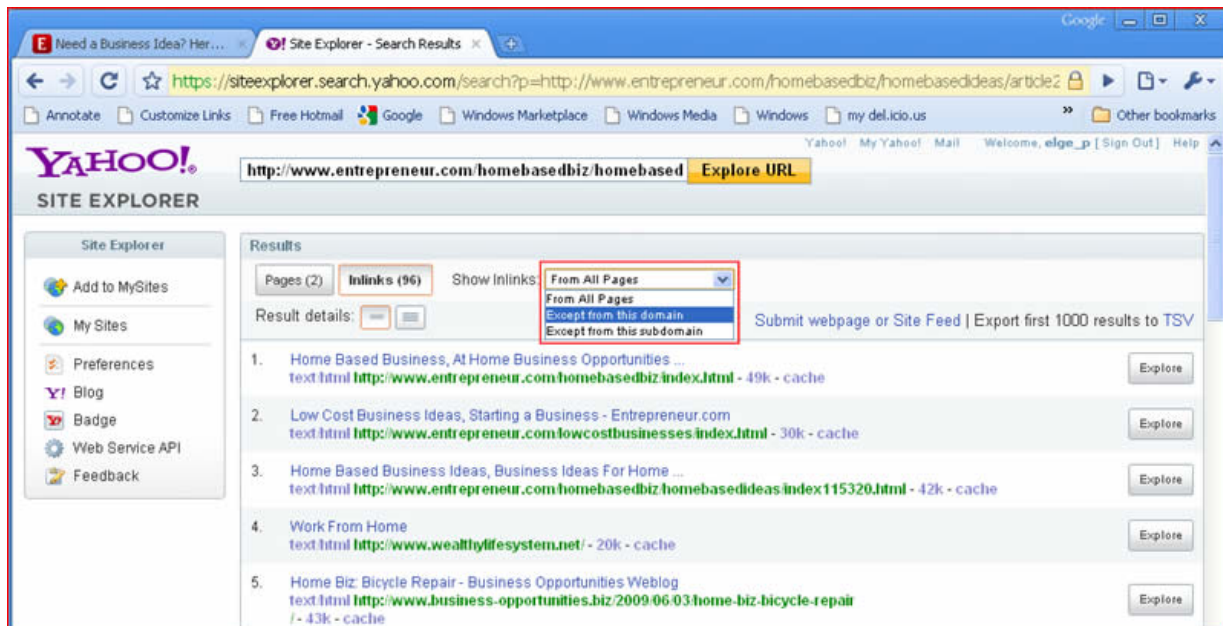


#### #4 Get specific

The first set of results tells you how many pages on the same website link to the page. (These are internal inks) That doesn't help us. We want to know how many other websites link to this page. (External links)  
So, first click on "Inlinks".



From the "Show Links" box click on "Except from this domain." Doing so tells YSE that you don't want to see the links from within the site. You want to see the links from other sites.



## #5 Analyze the Results

Now you're at the good stuff! "Inlinks – Except from this domain" shows you the webpages, blogs, etc. that link to the page you are researching. I recommend looking at those links for marketing ideas. Exactly what you do with that information, is the topic of a whole other "How To."

Want to see that "How To"? Let me know by emailing me at [inquiry@emarketingstrategist.com](mailto:inquiry@emarketingstrategist.com).

The screenshot shows the Yahoo Site Explorer interface. The search URL is <http://www.entrepreneur.com/homebasedbiz/homebased>. The 'Results' section is set to 'Inlinks (#3)' with the filter 'Except from this domain'. The results list five external links, each with an 'Explore' button:

1. Work From Home  
text/html <http://www.wealthylifsystem.net/> - 20k - cache
2. Home Biz: Bicycle Repair - Business Opportunities Weblog  
text/html <http://www.business-opportunities.biz/2009/06/03/home-biz-bicycle-repair/> - 43k - cache
3. Home Biz: Computer Training - Business Opportunities Weblog  
text/html <http://www.business-opportunities.biz/2009/06/02/home-biz-computer-training/> - 41k - cache
4. Home Biz: Solar Energy Consultant - Business Opportunities Weblog  
text/html <http://www.business-opportunities.biz/2009/06/01/home-biz-solar-energy-consultant/> - 45k - cache
5. Home Business Information  
text/html <http://www.ayearfromnow.com/home-business-information.html> - 29k - cache