

Hey everyone, it's Josh here again with Ranktracker. In this video, I'm gonna show you how to use the **Backlink Checker**.

A backlink is basically a link between two websites that's embedded in content – you can think of it as a reference or citation to a web resource.

Backlinks are absolutely vital for SEO. The quality of the links pointing back to a website directly affects its credibility, and most importantly, its search engine ranking. That's why it's so important to keep on top of what backlinks your competitors have.

Ranktracker's **Backlink Checker** performs an instant backlink analysis of your competitors' sites to reveal where they're getting their backlinks from. It identifies which ones are the easiest and most powerful to use so that you can improve your own campaign.

Let's take a look at how this tool works.

Once you've signed in to Ranktracker, select the Backlink Checker tool. This will bring up the search page.

To start a new search, simply enter your competitor's domain name or URL into the search bar. You can even search for a page here!

Next, select whether you want to search for all backlinks, only new backlinks, or lost backlinks. Ranktracker has access to all new and lost link data since 2019. Don't underestimate the importance of your competitors' lost backlinks! If they're up for grabs, you can be sure that they're popular, as they've already been used by other sites. This is a great opportunity to make new content to replace them.

Finally, select your row limit and hit the **Search** button when you're ready. The Backlink Checker will put your competitor's site under the microscope, scanning it against the Ranktracker database, which has over 2.6 trillion links and counting!

When the scan completes, you'll see your competitor's domain name at the top, alongside its URL and domain rating. The URL rating shows you the strength of your competitor's link profile, while the domain rating reveals how good their backlink profile is. These ratings are both scored out of 100, comparing the target site against others in Ranktracker's database.

On the toolbar below, you'll find the total number of backlinks that your competitor's site has, its DoFollow percentage, and how many domains and IP addresses these backlinks are coming from.

When you scroll down, you'll find the **Backlink Page**. This is where you can assess each link's quality to find which ones are really making a difference. Again, you'll see the URL and domain rating scores at the top here for each backlink source. The linked page next door here shows what site these pages are linking to. This data can be really useful for discovering niche backlinks about certain topics, which can automatically generate traffic whenever another site writes about them.

The anchor text from the site containing the backlink will also show up here. On the right, you've got the dates for when the backlink was first and last seen, and underneath you'll see if the link is DoFollow or NoFollow, and whether it's a new backlink. Here you can click through to see the original web page where the backlink came from.

If you want to find a specific backlink page in this list, just enter the URL or any related keywords into the Backlink Page search bar. You can filter your search by domain and page authority, and enter the minimum and maximum values for the tool to search between. This will check the quality of the links pointing back to your target site.

Finally, if you select the little cog icon in the bottom right of the screen, you can also configure this information to suit your research goals. Simply toggle the options you want to keep, and the rest will disappear on the table so that you can cut down on any distracting data.

When you want to share the data from the Backlink Checker or save it for later, simply export it into a handy CVS file. And if you want to refer back to your research at any point, you can also view your old backlink searches by clicking on **History**.

And that's the Ranktracker Backlink Checker. This tool is constantly evolving and improving, so stay tuned for our next feature releases coming soon!

By combining a whole host of unique tools and world-class data sources in one platform, Ranktracker makes SEO a breeze. But don't just take our word for it. Ranktracker has over 25,000 users, hundreds of five-star reviews, and more than 10 awards from the past year alone. Our platform is even used by marketers from some of the world's leading companies, such as RedBull. So, what are you waiting for? Get one up on your competitors and sign up for our free 7-day trial today!