Google
Toolbar

Publisher's guide to Toolbar

If you don't have Google Toolbar for Internet Explorer and Firefox, download it here.

Uncover relevant sites

With the Similar Pages feature, you can uncover relevant sites for targeting on the Google Content Network using Google AdWords. To view pages similar to the webpage you're viewing, click the **PageRank** button then click **Similar Pages**.

Learn who links to your webpages

Use the backward links feature to see how visitors may be reaching your webpage. You can also use this feature to uncover relevant sites for targeting on the Google Content Network using Google AdWords.

View your page as Google sees it

With the cached snapshot feature you can see how your web page looked when we last indexed it. This cached content is the content Google uses to judge whether the page is a relevant match for search queries on Google. Use the cached snapshot feature to confirm Google has taken into account recent changes to your site.

Search your website for the optimal landing page

Have the perfect Google AdWords keyword but not sure which landing page to direct visitors to when they click your ad? Use the **Search Site** button to search your site for the most relevant page. Click the Search button and select the 'Search Site' search type from the drop-down menu.

See how often keywords appear on a page

Use the Highlight feature to quickly find all the instances of a specific keyword on your webpage.

Learn more about Highlight

Check your PageRank with Toolbar

Use the **PageRank** button to view your page's importance, according to Google. Webpages with a higher PageRank are more likely to appear at the top of Google search results. To learn more about PageRank, see the Technology Overview.

We only update the PageRank displayed in Google Toolbar a few times a year; this is our respectful hint for you to worry less about PageRank, which is just one of over 200 signals that can affect how your site is crawled, indexed and ranked. The features above are more useful tools for publishers.

Our Webmaster Guidelines offer helpful tips for improving PageRank. If your site isn't appearing in Google search results, or it's performing more poorly than it once did, check out these steps to identify and fix potential causes of the problem.

Learn more about PageRank

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