

(created April, 2015—some information may change)

For Google Alerts Help - www.support.google.com/alerts/answer/4815696
Official Google Alerts Site - www.google.com/alerts

About Google Alerts

Google Alerts is a free service offered by Google that monitors the web for keyword topics you want to track such as your name, company name, product name, etc. Based on criteria you provide, Google delivers the results to your e-mail. This service is useful for many reasons, such as monitoring the web for specific information about your company, your competitors, etc. Here are some basics for setting up your alerts:

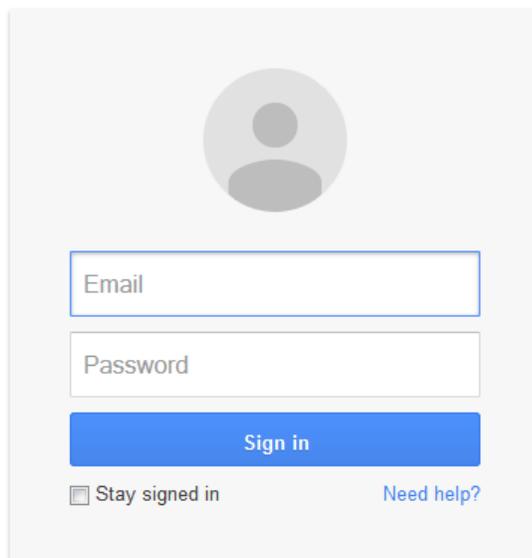
Step 1

Log into your Google account: <https://accounts.google.com>



One account. All of Google.

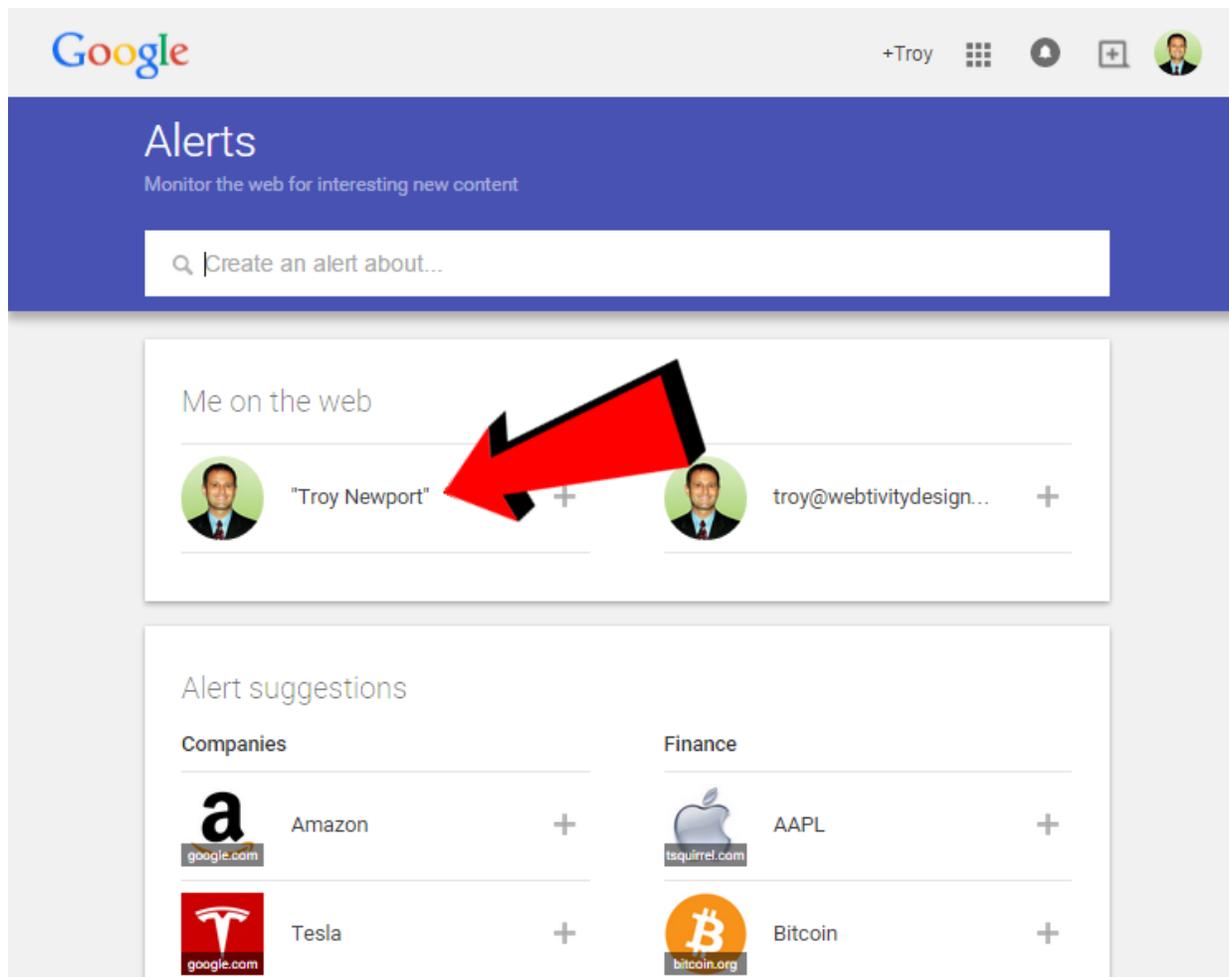
Sign in with your Google Account



The image shows a screenshot of the Google sign-in interface. At the top is a grey circular icon representing a user profile. Below it are two input fields: 'Email' and 'Password'. A blue 'Sign in' button is positioned below the password field. At the bottom left, there is a checkbox labeled 'Stay signed in' and a blue link labeled 'Need help?'.

Step 2

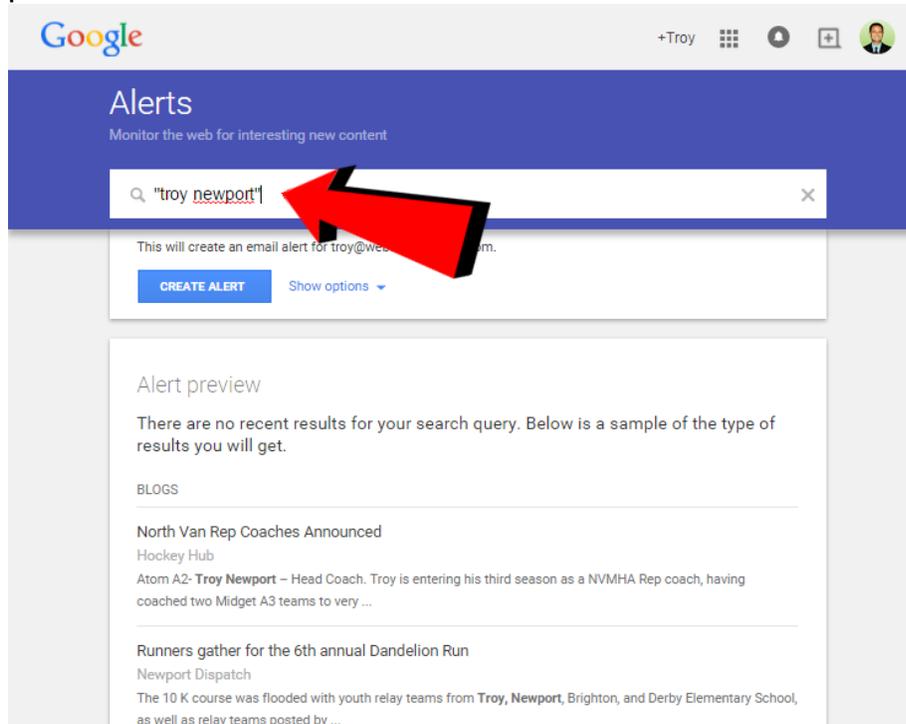
Go to Google Alerts: www.google.com/alerts If you're logged into your Google account your name and email address will appear as options. If you want to track your name or email address click on the "+" signs to the right of each.



The screenshot shows the Google Alerts page. At the top, the Google logo is on the left, and the user's name '+Troy' is on the right. Below the logo is the word 'Alerts' and the subtitle 'Monitor the web for interesting new content'. A search bar contains the text 'Create an alert about...'. Below the search bar is a section titled 'Me on the web' which contains two items: a profile picture of Troy Newport with the text '"Troy Newport"' and a plus sign, and another profile picture with the text 'troy@webtivitydesign...' and a plus sign. A large red arrow points to the plus sign next to the name. Below this is a section titled 'Alert suggestions' which is divided into two columns: 'Companies' and 'Finance'. The 'Companies' column lists Amazon (with a plus sign) and Tesla (with a plus sign). The 'Finance' column lists AAPL (with a plus sign) and Bitcoin (with a plus sign).

Step 3

For other words and phrases you want to track, type them directly in the box provided.



Advanced Alerts:

Use quotations:

If you're tracking an exact phrase you should probably place quotations around that phrase. For example for the phrase Internet Marketing, if you don't place quotations around the phrase you will likely get results of any time the word "internet" and the word "marketing" appears independent of each other. However if you only want to be notified when the words "internet" and "marketing" appear together, place that phrase inside quotations like this: "internet marketing"

Use the minus sign:

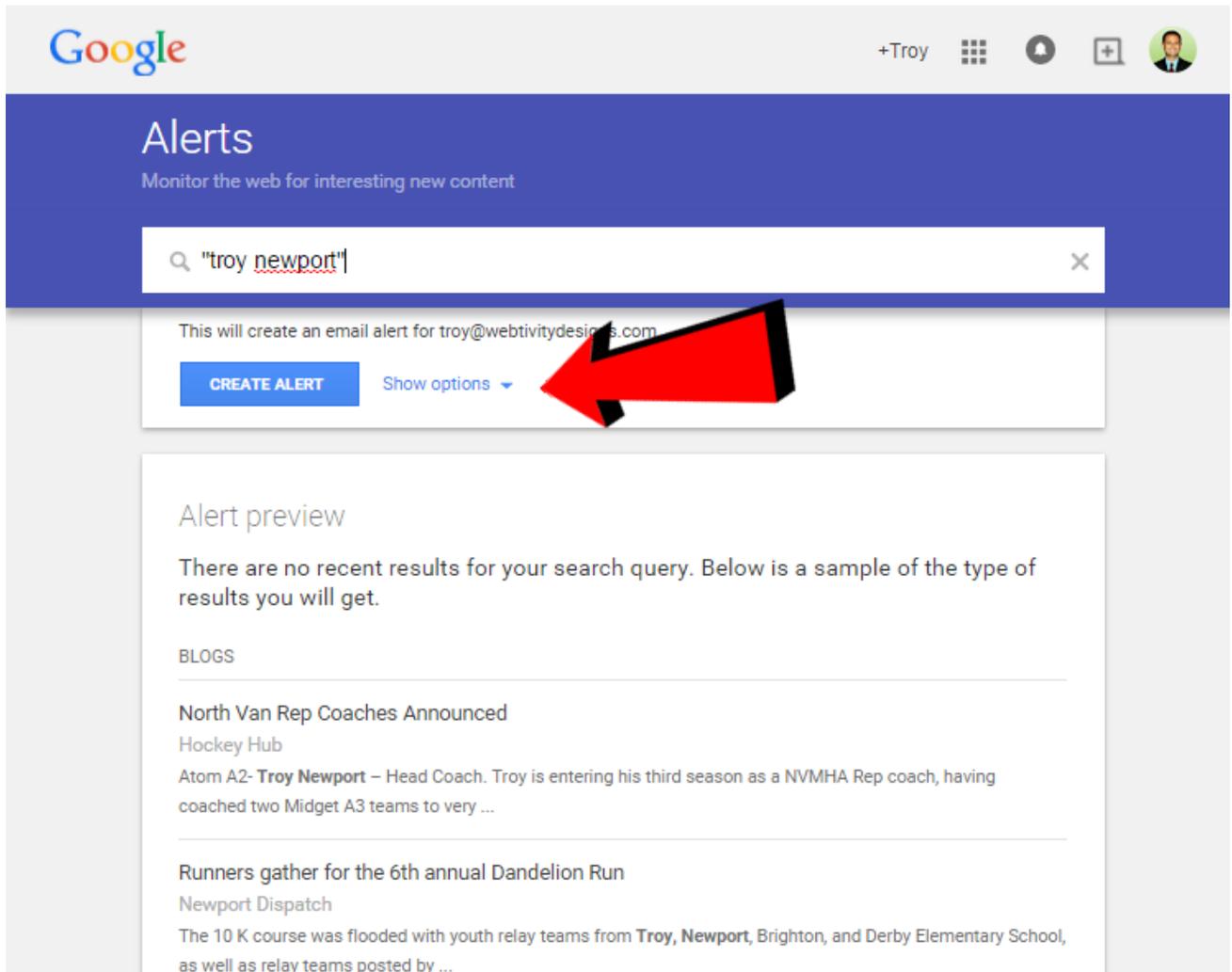
If you want to exclude words to prevent triggering alerts use a "-" sign. For example if you want to receive alerts for "Honda Accord" but prevent receiving alerts for "Honda Accord LX" then create the alert: "Honda Accord -LX"

Site search:

If you want to create alerts that monitor specific websites you can create alerts that only trigger for those websites. For example if you live in Sarasota, want to buy a Honda Accord, and you want to be alerted any time a Honda Accord is posted on your city's Craigslist page your alert would look like this: "honda accord site: sarasota.craigslist.org"

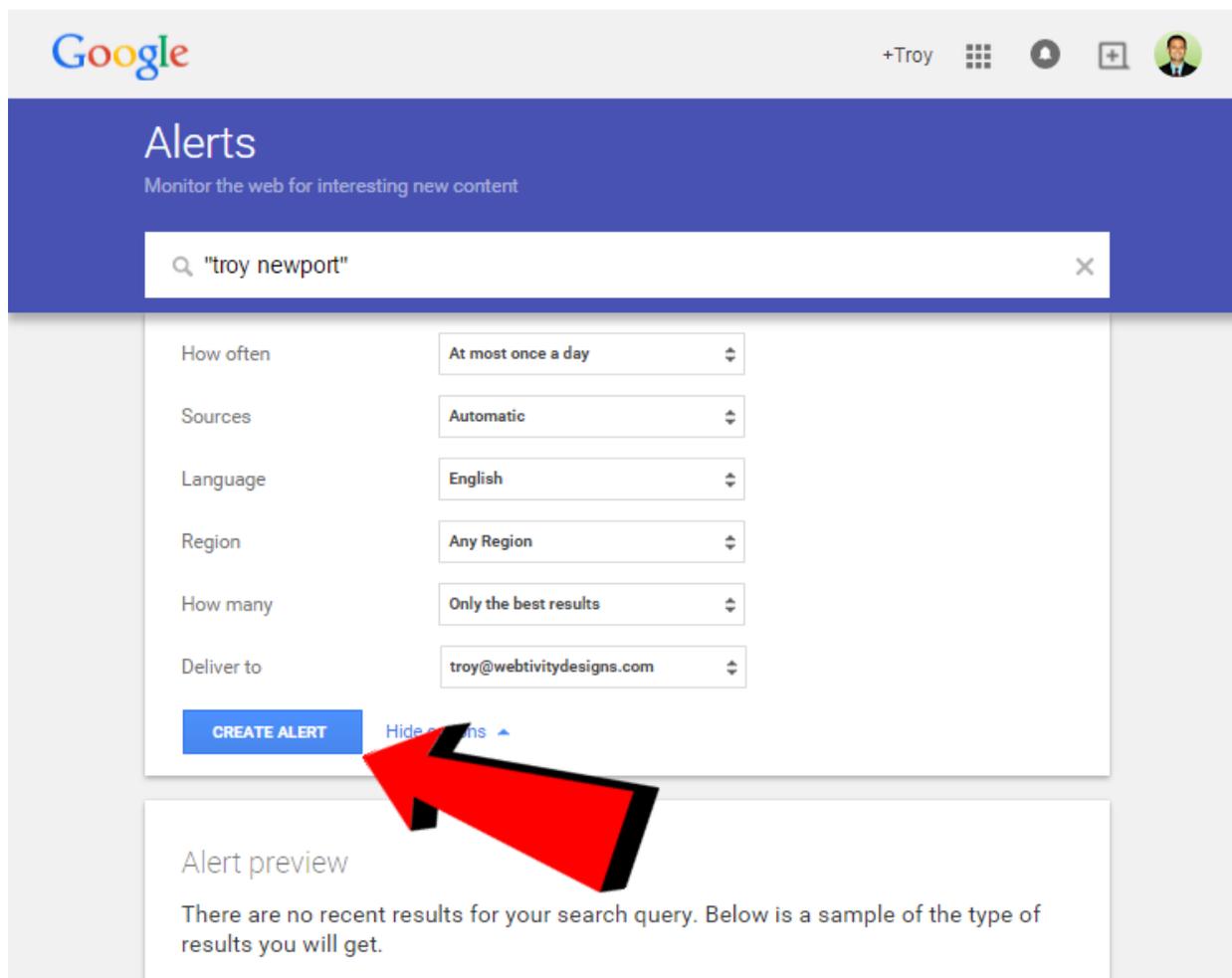
Step 4

Customize your alert further by clicking on "Show options"



The screenshot shows the Google Alerts interface. At the top, the Google logo is on the left, and the user's name '+Troy' and various icons are on the right. The main heading is 'Alerts' with the subtitle 'Monitor the web for interesting new content'. Below this is a search bar containing the text '"troy newport|' with a magnifying glass icon on the left and a close 'x' icon on the right. Under the search bar, a message states 'This will create an email alert for troy@webtivitydesigns.com'. There are two buttons: a blue 'CREATE ALERT' button and a 'Show options' button with a dropdown arrow. A large red arrow points to the 'Show options' button. Below the buttons is an 'Alert preview' section. It contains the text: 'There are no recent results for your search query. Below is a sample of the type of results you will get.' Underneath, there is a 'BLOGS' section with two sample results. The first result is titled 'North Van Rep Coaches Announced' from 'Hockey Hub', with a snippet: 'Atom A2- **Troy Newport** – Head Coach. Troy is entering his third season as a NVMHA Rep coach, having coached two Midget A3 teams to very ...'. The second result is titled 'Runners gather for the 6th annual Dandelion Run' from 'Newport Dispatch', with a snippet: 'The 10 K course was flooded with youth relay teams from **Troy, Newport**, Brighton, and Derby Elementary School, as well as relay teams posted by ...'.

Set how often you receive alerts, sources, where to have the alerts delivered, etc. You typically will want to receive a daily digest for your alerts. But if something extremely newsworthy has happened regarding your business (especially something negative) you may want to bump that up to "As it happens" so you can react to mentions more quickly. For the "How many" dropdown you may want to start with "All Results" until you see what alerts you're receiving. If you're receiving poor quality results you may want to adjust the alert phrases or select "Only the best results".

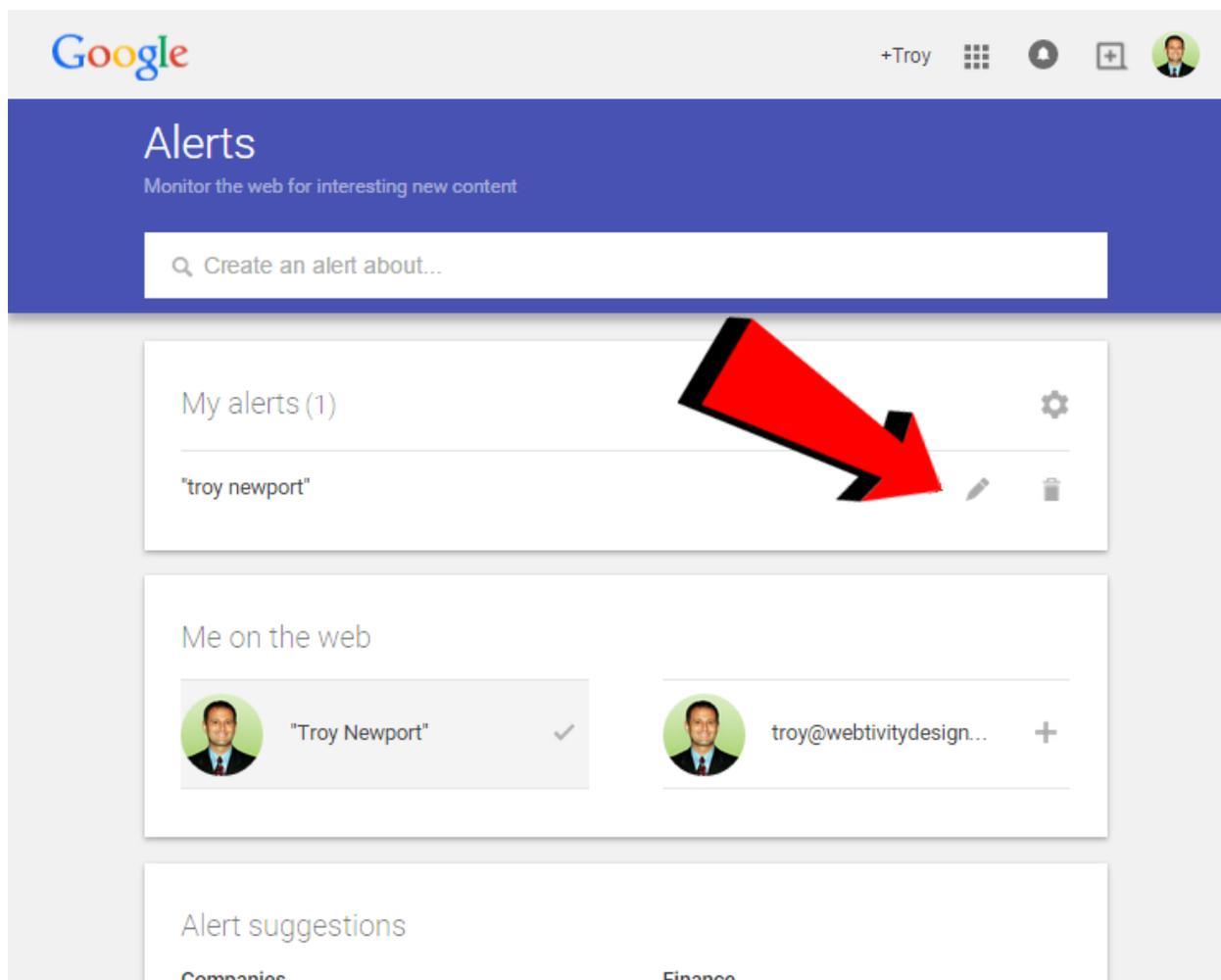


The screenshot shows the Google Alerts interface. At the top, the Google logo is on the left, and the user's name '+Troy' and profile picture are on the right. The main heading is 'Alerts' with the subtitle 'Monitor the web for interesting new content'. Below this is a search bar containing the query '"troy newport"'. The settings section includes several dropdown menus: 'How often' is set to 'At most once a day', 'Sources' is 'Automatic', 'Language' is 'English', 'Region' is 'Any Region', 'How many' is 'Only the best results', and 'Deliver to' is 'troy@webtivitydesigns.com'. A blue 'CREATE ALERT' button is visible, with a red arrow pointing to it from the right. To the right of the button is a 'Hide options' link with a small triangle icon. Below the settings is an 'Alert preview' section with the text: 'There are no recent results for your search query. Below is a sample of the type of results you will get.'

Click the "Create Alert" button when finished.

Step 5

You will likely need to refine your alerts over time, especially if you are getting too many results (or maybe none at all!) Keep tweaking until you're receiving the alerts you need!



The screenshot displays the Google Alerts interface. At the top, the Google logo is on the left, and the user's name '+Troy' is on the right. Below the logo is the 'Alerts' header with the subtitle 'Monitor the web for interesting new content'. A search bar contains the text 'Create an alert about...'. Underneath, the 'My alerts (1)' section shows a single alert for '"troy newport"'. A large red arrow points to the edit icon (pencil) next to this alert. Below the alerts, the 'Me on the web' section shows two user profiles: '"Troy Newport"' with a checkmark and 'troy@webtivitydesign...' with a plus sign. At the bottom, the 'Alert suggestions' section lists 'Companies' and 'Finance'.



Other Suggestions

Remember that Google Alerts mostly monitors websites, news sites and blogs. If you want to monitor mentions on popular social media sites such as Facebook, Twitter, etc. you'll need to look at some other tools. Here are just a few options to explore:

Mention

<https://en.mention.com>

SumAll

<https://sumall.com>

Managing your online reputation is an extremely important part of your overall online marketing strategy. Keep in mind besides monitoring mentions using tools like the ones above, you should also be monitoring review websites like Yelp, TripAdvisor, Angie's List, Google My Business and many others. The best way to monitor these websites is to make sure you have claimed your business profile on each of these websites so you receive alerts whenever someone leaves a review for your business. Many review sites give you tools to comment on reviews or dispute the validity of them. If this sounds like a lot of work, it's because it is! The internet is a huge place so there is a lot of effort involved on staying on top of it all!

*For more information please contact:
Webtivity Marketing & Design
Troy Newport, Business Development Director
941-753-7574 x 107*