

Alert, Alert - Google Alerts!

OK, what are Google Alerts?

Google Alerts in our opinion has to be one of the most powerful Google tools for businesses who want to stay ahead of their competition. With Google Alerts, you get an instant email notification whenever something happens in your industry or topics that matter to you on the internet, such as web pages, newspaper articles, or blogs. You can use Google Alerts to monitor anything on the Web. For example, you can use Google Alerts to:

- find out what is being said about your company, product or you!
- keep up to date on a competitor
- see what's new in your industry

Here's how it works:

1. You enter a subject that you're interested in.
2. Google Alerts checks to see if there are any new results for your subject.
3. If there are new results, Google Alerts sends them to you in an email.

For general subjects like rugby, you can get a summary of the new results every day. For specific topics, like Richie McCaw, you might not get an email every day, but you'll find out when something new and relevant is published.



Great....so, how do we do it?

Follow these simple steps...

1. Go to the Google Alerts homepage here (www.google.com/alerts) and type in your search term in the box in the right hand side that says "Create a Google Alert".
2. After entering the search term, select the "Type of alert" form the second option.
There are currently six types of alerts
 - News
 - Blogs
 - Web
 - Video
 - Realtime
 - Discussion
3. Now, select when and how frequently you want Google to check for results on the selected keyword and email them to you. There are three options available.
 - Once a day – Google checks for news results on the selected keywords at a specific time of the day, and email them to you once a day.
 - As it happens – As obvious, you'll be emailed the results as and when they are spotted. This could result in more frequent alert emails sent to your inbox depending on how popular the keyword is.
 - Once a week – If you set this option, no matter the results appear daily or not, you will get email updates delivered once every week.
4. And here you pop in the volume you need.
 - Best Results or
 - Comprehensive
5. Finally pop in your email address and your done.

A few extra tips to get what you REALLY want - good results.

Google Alert Tips

- Try to be as precise as possible. The more precise your search terms are, the more relevant your alerts will be.
- Use quotes around words if you are looking for them together. Examples:
Example: "Synergy Design" or "Emma Treadaway"
- Use a minus sign (-) in front of words that you want to exclude.
Examples: New Zealand -Australia
- Put a plus sign (+) immediately before a word to match that word precisely as you typed it, excluding synonyms and spelling variations. Examples:
Examples: +Treadaway (to stop Google including results for Treadway)
- Michael +Jackson (to stop Google including results for Michael Jackson)
- Use the site: operator to limit your search to specific sites. Examples:
Examples: - site:.govt
- site:nzherald.co.nz
- Use the site: operator with a dash to exclude specific sites. Example:
Examples: "joe bloggs" -site:twitter.com

Examples

- Monitor a product: Enter a product name in quotes to receive a daily email with the latest news, blogs and web results about your product. Example: ["Adobe Creative Suite"]
- Find out what's being said about you: Enter your full name in quotes to receive an email when news stories, blogs or web pages mention your name. Example: ["Emma Treadaway"]
 - If you have a common name, you can use negative terms to remove irrelevant results.
For example, if you have the same name as a popular model, try adding -model to your query.
Example: ["Emma Treadaway" -model]
- If you get a lot of results from a site that you aren't interested in, you can exclude results from that site.
 - For example, if you don't want results from twitter.com, add [-site:twitter.com] to your query.
Example: ["Emma Treadaway" -site:twitter.com]
- Keep up with the news: to get a daily email full of news on a topic you're interested in, enter the topic in quotes. Example: ["global warming"]
 - If you only want results from newspapers, change the "Type" field from "Everything" to "News".
 - If you want results as soon as possible, change the "How often" field from "once a day" to "as-it-happens". You may receive multiple emails per day with this setting.

Have fun!