

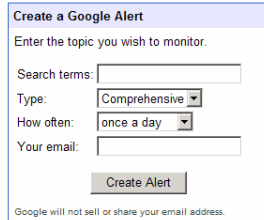
“A Google Alert is a way of listening out for mentions across the web of topics you are interested in, or of your organisation and projects. Setting up an alert is a crucial part of any project which people online or the press might talk about...”

Online Alerts

With www.google.com/alerts

Getting Started

1. Visit <http://www.google.com/alerts>
2. Enter the key words (terms) you want to get alerts for.
3. Choose the type as ‘comprehensive’ alert to see new appearances of your term on web pages blog posts and in mainstream news stories, or narrow your alert to just show new appearances in one of these sources.
4. Enter your e-mail address
5. Check your e-mail and follow the instructions to confirm your alert
6. You will now get an e-mail update whenever your chosen terms newly appear online and are picked up by Google.



Create a Google Alert
 Enter the topic you wish to monitor.
 Search terms:
 Type:
 How often:
 Your email:

Google will not sell or share your email address.



Search engines are indexing millions of new web pages every day, including new **web pages, blogs, online discussions, downloadable documents and mainstream news stories.**

You, your organisation, your campaigns or other topics of interest to you are likely being mentioned online every day. But you can't possibly sift millions of pages to **find new mentions as and when they happen.**

That's where setting up a **Google alert can help.** With an alert, as soon as a search engine finds a new mention of the key words you are tracking you'll get notified by e-mail.

Along with using RSS feeds, alerts are another way of **making the web come to you**, instead of you needing to constantly seek out information on the web.

Top Tips

Test your key words in a normal Google search first to see if they return the sort of information you are interested in. Use quotes around names and phrases to make sure only the content you are interested in is returned in your alert.

E.g. Use **“Participation Trust”** instead of **Participation Trust**, as the second option would send you an alert for the sentence ‘We trust that your participation was valued.’

Think carefully about the way your key words may be mentioned online. E.g. If your organisation is called ‘The Participation Trust’, but journalists are prone to drop the ‘the’, don't use **“The Participation Trust”**, use the **“Participation Trust”** as your key words.

Yahoo.com offers an RSS feeds for each search you run. You can subscribe to this RSS feed in a NetVibes personal homepage to see when the search results change.

Alternatives



Technorati.com monitors millions of blog posts daily. You can set grab a RSS feed for search results, or by ‘tags’. Visit <http://www.technorati.com>, run a search and

look for the  **Subscribe** option



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