

Track New Information on the Web Using Google Alerts

Now there's an easy way to track new information on the Internet, and it's sent right to your inbox from Google Alerts.

There are endless reasons why you would want to track what's being discussed on the web and Google Alerts lets you create 1000 different possibilities, for example:

- Read what people say about you.
- Read if people are using your name=identity theft issues.
- Read what people say about your company.
- Read what your employees are involved in.
- Read what your employees are saying about your company.
- Read what people think about your products.
- Track a breaking news story.
- Track medical advances.
- Track the latest on your favorite sports teams, coaches.
- Monitor your competitors.
- Monitor an industry.
- Monitor what's going on in your town.
- Get the latest fashion tips.
- Get the scoop on your favorite TV show or actors.
- Get the scoop on your favorite actor.
- Get the scoop on your kid's web activities.

Here's how it works:

Go to <http://www.google.com/alerts> and you'll see the screen below.

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [sign in to manage your alerts](#)

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.

In the Search Terms box, type in one subject matter that you want to track. For our example, I used estate planning guide.

I left the Type as Comprehensive because I want to track News Stories, Blogs, Web Sites, and Groups.

For How Often, I chose Once a Day because I only want to receive one email per day on this subject matter.

For multiple alerts, you will receive one email for each subject/alert. The other choices for How Often are: as it happens and once a week.

Lastly, you need to type in your email address.

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

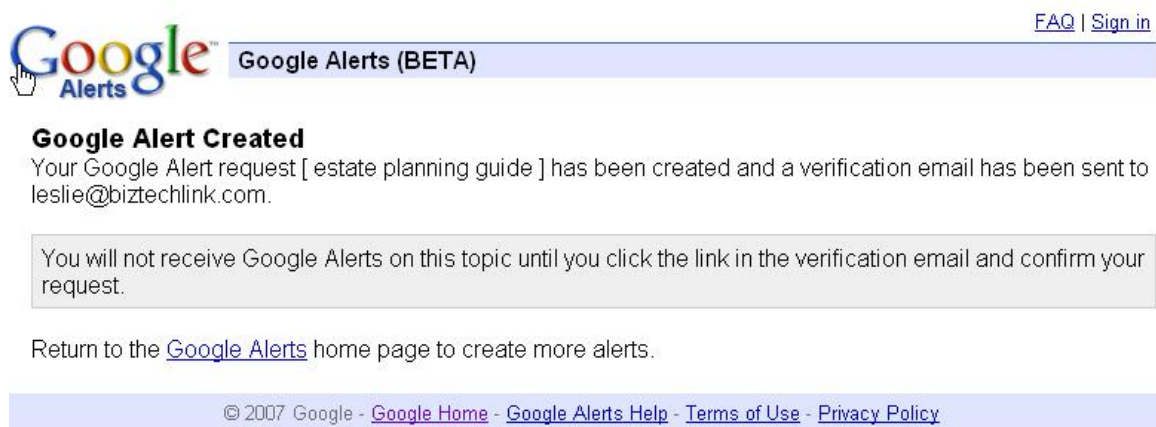
Type:

How often:

Your email:

Google will not sell or share your email address.

After you click on Create Alert, you'll see this screen:



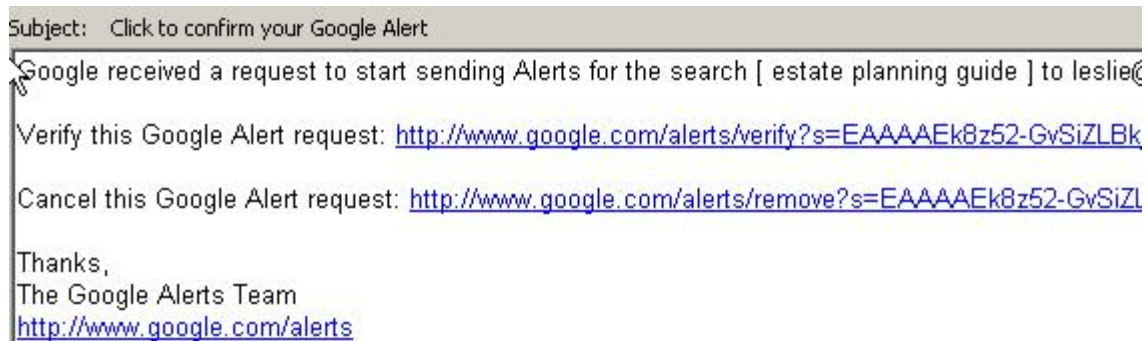
The screenshot shows the Google Alerts (BETA) interface. At the top right, there are links for "FAQ" and "Sign in". The main heading is "Google Alerts (BETA)". Below this, a section titled "Google Alert Created" states: "Your Google Alert request [estate planning guide] has been created and a verification email has been sent to leslie@biztechlink.com." A grey box contains the instruction: "You will not receive Google Alerts on this topic until you click the link in the verification email and confirm your request." Below this, it says "Return to the [Google Alerts](#) home page to create more alerts." At the bottom, there is a footer with copyright information: "© 2007 Google - [Google Home](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#)".

After that, you need to look in your inbox to find the Google Alerts email confirmation.



The screenshot shows an email entry in an inbox. The header row includes icons for a flag, a folder, a trash can, and a globe, followed by the words "From" and "Subject". The email is from "Google Alerts" and the subject is "Click to confirm your Google Alert".

Open up the email and click on the link to confirm.



The screenshot shows the content of the email. The subject line is "Click to confirm your Google Alert". The body text reads: "Google received a request to start sending Alerts for the search [estate planning guide] to leslie@biztechlink.com. Verify this Google Alert request: <http://www.google.com/alerts/verify?s=EAAAAEk8z52-GvSiZLBk> Cancel this Google Alert request: <http://www.google.com/alerts/remove?s=EAAAAEk8z52-GvSiZL> Thanks, The Google Alerts Team <http://www.google.com/alerts>

Once you click on the link to confirm the email, you'll end up here and basically you're finished, however you really ought to create a free Google Account so you can manage all the alerts you'll want to set up.



Google Alert Verified

Your Google Alert request [estate planning guide] has been verified.
You will now start receiving Google Alerts via email on this topic.

Return to the [Google Alerts](#) home page to create more alerts.

Click on the Google Alerts link where it says “Return to the [Google Alerts](#) home page to create more alerts.”

That takes you to the screen below where you should click on “sign in to manage your Google Alerts.”



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You can also [sign in to manage your alerts](#)

If you already have a Google Account, then you can just sign in. Otherwise, click on “Create an account now.”



Why sign in with a Google Account?

With a Google Account you can:

- Create Alerts without email verification
- Change how often an alert is emailed
- Access other Google products like Answers, Google Groups and more!

Want to learn more about Google Alerts? Try the [Google Alerts Help](#) page.

Sign in if you already have a Google Account

Sign in to Google Alerts with your **Google Account**

Email:

Password:

Remember me on this computer.

[I cannot access my account](#)

Not using Gmail or other Google Account services? [Create an account now](#)

Create a free Google Account if you don't already have one.

Once you're logged in, you can manage and create, edit, or delete your alerts on one easy to use screen.

The convenience of receiving emails from Google Alerts about your subject matter is not only really convenient, it can be incredibly powerful and eye-opening. Take 5 minutes to try it out, I bet you'll be hooked.

Here are some tips and additional information for setting up alerts:

A 'News' alert includes the latest news articles that contain the search terms of your choice and appear in the **top ten results** of your Google News search.

A 'Web' alert includes the latest web pages that contain the search terms of your choice and appear in the **top twenty results** of your Google Web search.

A 'Blogs' alert includes the latest blog posts that contain the search terms of your choice and appear in the **top ten results** of your Google Blog search.

A 'Groups' alert includes new posts that contain the search terms of your choice and appear in the **top fifty results** of your Google Groups search.

A 'Comprehensive' alert includes the latest results from all the above alert types and is the most, well, comprehensive.

You may need to play around with the search terms until you get exactly what you're looking for, but here are some tips:

If you want to track variations of your name, you would set up ONE alert and type the following into the search box, replacing your name with mine, of course.

"leslie trosset" OR "leslie m trosset"

The quotes means it will search for an exact phrase and the OR means it's going to search for either version of my name. To play around with how this works, go to Google.com and search for yourself or your other topics.