

MONITOR YOUR NON-PROFIT OR SMALL BUSINESS ONLINE FOR FREE

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Introduction

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Author Bio

Lee Micai is the owner of 4M Web Design a Web Design and Internet Marketing company located in Mercer County, NJ. Lee is experienced in implementing and supporting high quality web sites, advertising and brand identity campaigns.

To reach Lee Micai via Email: lee@4mwebdesign.com or you may visit www.4mwebdesign.com for more information.

Getting Started

Do you find yourself overwhelmed trying to track your brand online?

What an easier way than typing your name on a search engine?

If you answered "yes," don't worry! There are a ton of tools to help you out there. For this guide, we will concentrate on Google Alerts.

Google offers a free service called "Google Alerts", which are updates of the latest relevant Google results (web, news, etc.) based on your keywords. Alerts can be emailed or sent via a RSS feed which can be read using Google Reader.

This guide will teach you how to:

1. Create a Google Account
2. Set up a Google Reader account
3. Set up a Google Alert
4. Choose Keywords and Search Terms to track
5. Track a Google Alert in Google Reader

Step 1 - Create a Google Account

Accounts

Google has more to offer when you sign in to your Google Account.

Sign in on the right or [create an account for free](#).



Gmail

Chat with friends and never miss an important email.



Search, plus Your World

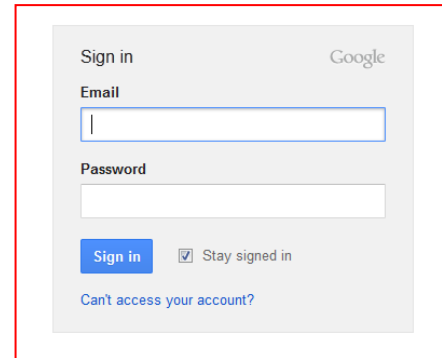
Search the web plus your photos, posts, and stuff friends have shared with you.



Like Google?

[Make Google your homepage](#).

See [more benefits](#) of a Google Account.



The image shows a screenshot of the Google sign-in interface, enclosed in a red rectangular border. At the top left, it says "Sign in" and at the top right, the "Google" logo. Below this, there are two input fields: "Email" and "Password". The "Email" field has a cursor in it. Below the "Password" field is a blue "Sign in" button. To the right of the button is a checkbox labeled "Stay signed in". At the bottom of the form, there is a link that says "Can't access your account?".

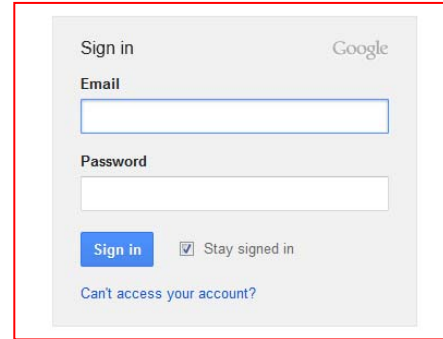
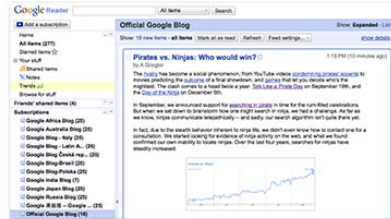
1. Go to www.google.com/accounts/
2. Sign into your Google Account or Click "Create an account now"
3. Complete the registration form (only if you don't have a google account)

Step 2 - Log into Google Reader

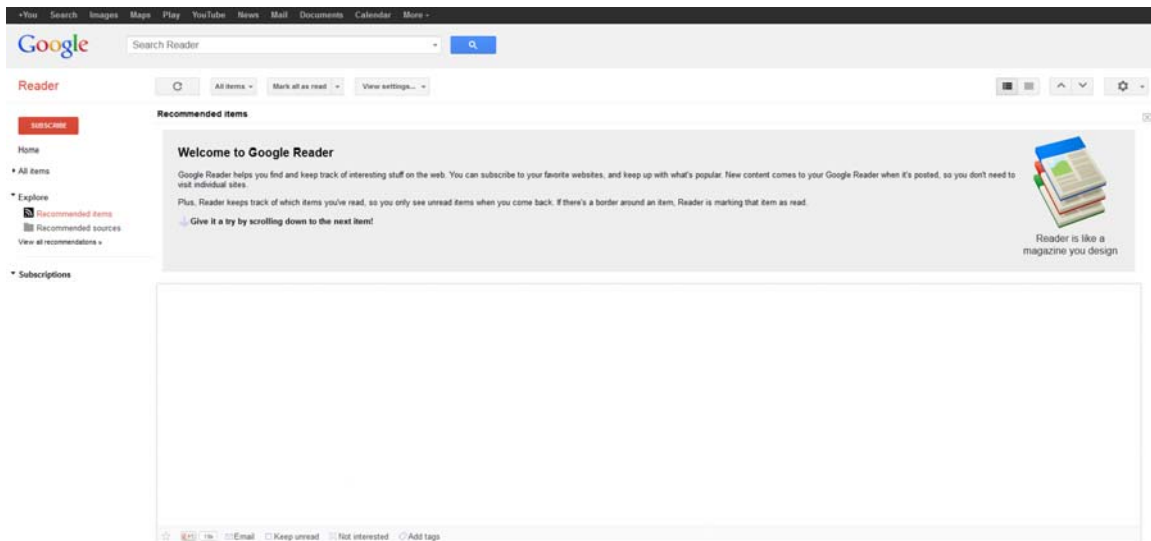
Reader

Have trouble keeping up with the sites you visit?

Read them in one place with Google Reader, where keeping up with your favorite websites is as easy as checking your email.



1. Go to: www.google.com/reader
2. Log in using your Google account, if you're not already logged in.
3. You should be at the Google Reader Welcome Page.



Step 3 -Set up your Google Alerts

Search query:

Result type:

How often:

How many:

Deliver to:

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

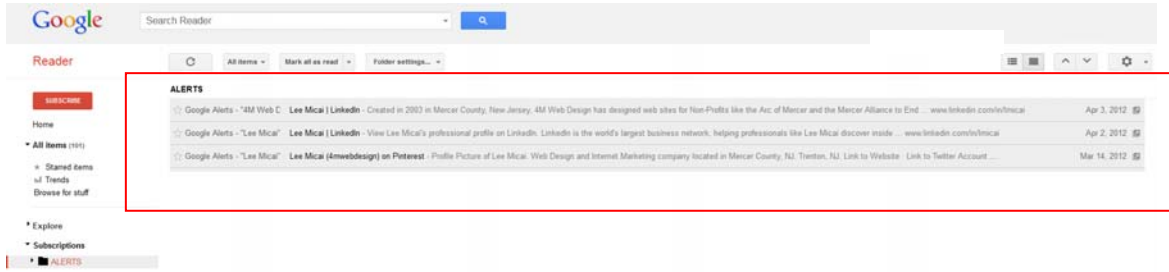
- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

1. Go to: www.google.com/alerts
2. Log in using your Google account, if you're not already logged in.
3. Type in a Search Term ie: "Your Business Name", "Your Name", "Product Name".
4. Click the drop down for "Deliver to:" and select Feed
5. Click Create Alert. You will be redirected to the Manage you alerts screen.
6. Click "View in Google Reader"

Everything	Volume	How often	Deliver to	
<input type="checkbox"/> "4M Web Design"	All results	As-it-happens	Google Reader	<input type="button" value="Edit"/>
<input type="checkbox"/> "Lee Micai"	All results	As-it-happens	Google Reader	<input type="button" value="Edit"/>
<input type="checkbox"/> Lee E. Micai	Only the best results	As-it-happens	Google Reader	<input type="button" value="Edit"/>

HINT: Always put "quotes" around your search terms. By putting double quotes around a set of words, you are telling Google to consider the exact words in that exact order without any change.

You will be redirected to Google Reader which shows the new alert you just set up.



That's it! You're done!!

About 4M Web Design & SEO

Created in 2003 4M Web Design is a Web Design and Internet Marketing company located in Mercer County, NJ.

4M Web Design has had the pleasure of working with many of the areas top non-profit agencies including, the Trenton Area Soup Kitchen, Arc of Mercer and the Mercer Alliance to End Homelessness. We've also had the opportunity to serve as Mercer County, New Jersey's webmaster. One of our biggest honors was our first job, where we had the opportunity to design the official web site for the Megan Nicole Kanka Foundation.

Lee Micai - Founder

Lee has been involved in designing and developing web sites since 1999. He is widely known throughout the Mercer County, New Jersey community as an experienced Web Designer and Brand Management Consultant.

Lee has guided many Mercer County, NJ Non-Profits and Businesses through the process of Web Design, Corporate Identity and Advertising Design.

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