



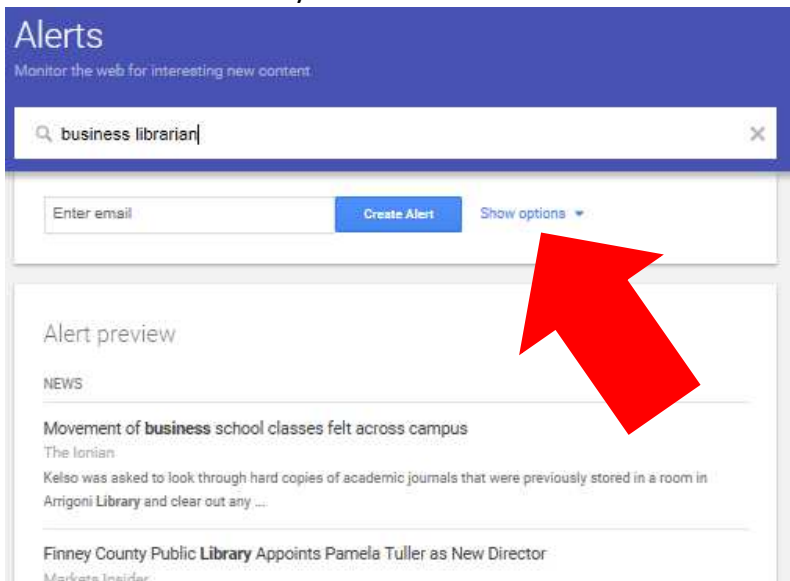
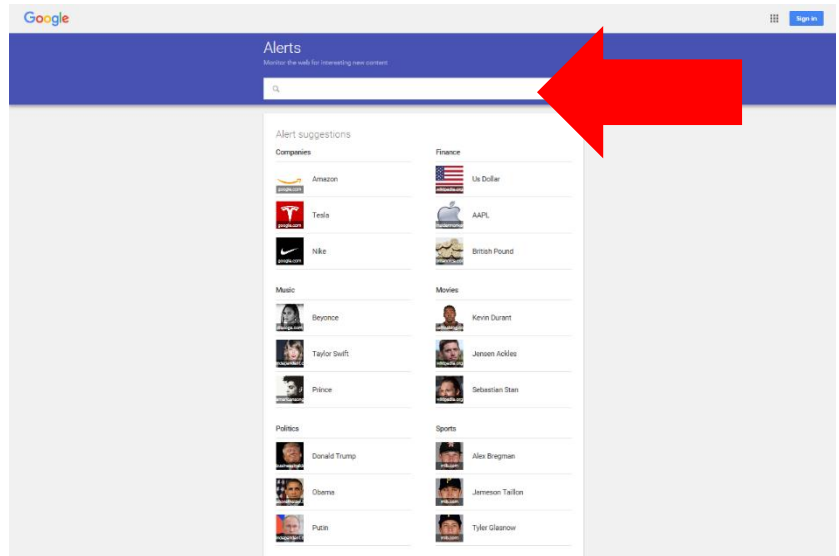
Google Alerts

<https://www.google.com/alerts>

Type in the white box the word or words that you want to know more about...

You could look up companies, people in charge of companies, industry news, marketing in your industry, clients/customers, competition, and more...

Once you enter a word in the box, you will see an option for 'show options.' Click on the blue text. Go through the list and choose the options you wish, you may want only news in the United States and send all results to your email.



The last thing you want to do is enter your email so you receive the updates that you wish to know more about. Remember you are going to get more than just news, blogs, and other sources. You can have over a hundred alerts if you wish.

Google Alerts is a content change detection and notification service, offered by the search engine company Google. The service sends emails to the user when it finds new results—such as web pages, newspaper articles, or blogs—that match the user's search term – Wikipedia

Uses of this tool

- Keep up with your niche and industry news
- Spy on your competitors, to see how they are doing
- Build your network within your niche,
- Find new guest blogging opportunities
- Track keywords and phrases for new content
- Find relevant Quora questions you could answer
- Discover blog articles you could comment on
- Find new jobs
- Coupon codes, discounts
- Monitor your brand
- Monitor your website
- Monitor plagiarism
- Looking for speakers

