



This E-Book is brought to you by **Gas4Free** Technologies at [TripleGasMileage.com](http://TripleGasMileage.com)  
Download Powerful **Top Secret Water Car Hybrid Technology** eBooks  
and Convert Your Car to **Burn Water + Gasoline** Today!

## Google Alerts Gets Going

By John Calder

### Google Alerts Gets Going by John Calder

© 2004, John Calder  
<http://www.TheEzine.net>

Do a search on Google today, and you may see an offer to "...Get the latest web results on (your search) emailed to you with Google Web Alerts." Marketers should be quick to realize this can be a useful way to monitor your own business, your competitors, your markets, and search results for your keywords.

You can set up a Google alert to monitor the top 10 Google News stories, the top 20 Google web search results, or both. Enter a search term, tell Google the type of alert you want, how often you want Google to check for alerts, & your email address. After you confirm your alert by email, you're all set.

Just think – you can use a Google web search alert to monitor search results for your highest-ranking pages, your best-paying keywords, and new markets you're thinking about entering. By signing up for alerts of volatile keywords, you can get a good idea of when a Google dance is occurring. And of course, you can monitor the ranking of your own and competitors' business pages as well.

With a Google News alert, you will be able to monitor client news if you're involved in design or SEO work and industry news around your niche sites. One really nice aspect of the alerts service is that you can use Google's advanced search capabilities to create your alert. Just go to Google's advanced search page, select your search parameters, and search. From your results page, click on the link at the bottom to start creating your alert.

## Google Alerts Gets Going

And to sweeten the deal, Google Alerts are free!

John Calder is the owner/editor of The Ezine Dot Net. Subscribe Today and get real information YOU can use to help build your online business today! <http://www.TheEzine.Net>

RSS

feeds are available.(You may reprint this article in full in your newsletter and/or web site)

Making Money With Google Adwords Even With Losing Ads.

### **Alert marketing – Get Google search results by e–mail**

**By Jakob Jelling**

#### **Alert marketing – Get Google search results by e–mail by Jakob Jelling**

Sometimes our jobs as marketers means we need to look beyond the obvious. Google, for example, offers their Google Alerts service. At first glance, this may seem most useful to companies who want to track certain searches within their industry, or to hobbyists who want to stay on top of changes in their topics of interest.

But Internet marketers can also use Google Alerts to help keep track of what's going on around the net, and even to keep tabs on their direct competition for that matter. Google Alerts, which are email notifications, can be created based on the top 10 Google news stories, but more helpful to marketers is the possibility of creating alerts for the top 20 Google web search results.

By setting up alerts for your competitor's company, web site, brand, or product name, you can monitor search results for changes. Some results may indicate a new product launch, or perhaps a publicity campaign, and you will be able to make appropriate adjustments in your own business.

If you want to market an affiliate product through SEO, you can monitor the top 20 results for a search on that product. You will know if and when your site breaks into the top 20 results, and can watch it as it hopefully continues climbing to that first position.

There are other uses as well. SEO firms can monitor clients' results. Niche marketers can easily monitor both industry news and niche search results. You can even monitor search results for your best keywords and your own high ranking pages.

Google Alerts, though free, can provide valuable marketing intelligence to online entrepreneurs who take advantage of it.

Jakob Jelling is the founder of <http://www.sitetube.com>. Visit his website for the latest on planning, building, promoting and maintaining websites.

eBook – How to Earn Thousands Writing Google AdWords Part–Time.

See Google Rankings for ALL your keywords with One click!

This E–Book has been brought to you by **Gas4Free** Technologies at [TripleGasMileage.com](http://TripleGasMileage.com)  
Download Powerful **Top Secret Water Car Hybrid Technology** eBooks  
and Convert Your Car to **Burn Water + Gasoline** Today!

