



CSE Web Solutions

Newsletter

July 16th, 2010
Dan DeRoeck

Using the Power of Google Alerts and Google Reader

In the last newsletter, we showed you [how to set up Google Alerts](#) to comb the Internet for newsworthy items that you can either write about on your website, or simply read something that interests you. If you set up the Google Alerts account, you most likely set them up to be sent via email, which is the default.

This week, we will focus on how you can set up a reader in your Google account to begin leveraging RSS feeds.

An RSS feed stands for “Rich Site Summary” or “Really Simple Syndication” and is really nothing but a text file, albeit a very powerful text file. You see, RSS feeds is the format used to deliver regularly changing web content. An RSS Reader or News Aggregator does nothing more than grab those RSS feeds from various sites and display them for you to read and use.

That very same reader will also help you manage the alerts you set up to help you write content for your website.

There are many readers, but I like to use what I consider the standard, Google Reader. It's free and easy to use.

[Here's a quick video for an overview on Google Reader.](#)

[Here's a quick video on how to set up Google Reader.](#)

Now that Google Reader is set up, you can begin reaping the benefits of having all newsworthy items and sites of interest delivered to one convenient place, your reader.

But first, let's revisit the Google Alerts to show you how to integrate the alerts with the reader. Keep in mind, you must have Google Reader set up before doing this next step.

OK, return to [Google Alerts](#) and “Click Here to Manage Your Alerts” or simply go [Manage My Google Alerts](#). As you can see by the image below, I created two example alerts, one using email delivery and the other using Google Reader.

DanDeRoeck@gmail.com | [Settings](#) | [FAQ](#) | [Sign out](#)

Google alerts Manage your alerts

Alerts for DanDeRoeck@gmail.com

[Switch to text emails](#) | [Export alerts](#)

Search terms	Type	How often	Email length	Deliver to
<input type="checkbox"/> how to fly fish	Everything	as-it-happens	up to 20 results	Email edit
<input type="checkbox"/> oil spill in gulf	Everything		up to 20 results	Feed View in Google Reader edit

To change the delivery from email to reader, simply edit the alert and use the drop-down box to change the “Delivery to” from “Email” to “Feed” and click “Save.” There, you are done. Now all of your alerts will be sent to your Google Reader.

Now we can either click on View in Google Reader or simply go to <http://reader.google.com>.

All of your Google Alerts should be listed in the reader. It will take some time before items begin to aggregate, but eventually you will start seeing results.

OK, we have Google Alerts and Google Reader set up and we have changed all of our alerts to go directly to our reader. If you did everything right, you will eventually start seeing your alerts in your reader as in the example below:

Gmail Calendar Documents Web Reader more ▾ danderoeck@gmail.com | [Settings](#) ▾ | [Help](#) | [Sign out](#)

Google reader

All items (1000+)

Subscriptions

- Google Alerts (1000+)
 - Google Alerts
 - Google Alerts - fujik... (5)
 - Google Alerts - golf ... (55)
 - Google Alerts - golf ... (56)
 - Google Alerts - golf ... (15)
 - Google Alerts - golf ... (291)
 - Google Alerts - golfg...
 - Google Alerts - link:... (1)
 - Google Alerts - link:... (1)
 - Google Alerts - link:... (1)
 - Google Alerts - link:... (1)
 - Google Alerts - Local... (334)
 - Google Alerts - small... (333)
- Law
- SEO (1000+)
 - WebProNews Feed (367)
 - Bing - Search Blog - ... (20)
 - Google SEO News and D... (15)
 - Link Building - Link ... (159)
 - Matt Cutts: Gadgets, ... (2)
 - Search Engine Guide ... (13)
 - Raven Internet Market... (1)
 - Search Engine Journal... (70)
 - Search Engine Land: M... (200)
 - Search Engine Optimiz...

SEO Show: Expanded - List

Show: 1000+ new items - all items

WebProNews Feed	NYT Suggests Government Regulation of Search Results, Google and Others Question	7:48 AM
Search Engine Guide - Smz	Take Your Online Business to New Heights with the Display Network - Part 2 - by Mike	7:31 AM
WebProNews Feed	Yahoo And Gannett In Local Advertising Deal - Yahoo and Gannett have entered into a local	7:14 AM
WebProNews Feed	MySpace Acquires Threadbox Assets, Team - MySpace's messaging interface may soon take	7:14 AM
WebProNews Feed	Mozilla Launches Firefox Home for iPhone, iPod Touch - Mozilla has launched Firefox Home	7:14 AM
Search Engine Journal Lat	2 Ways to DISlike Things on Facebook (FireFox and Google Chrome) - Ever since	7:02 AM
Search Engine Land: Must I	Google Testing New Image Search Design - Google seems to be testing a brand new design	6:18 AM
Search Engine Roundtable	Beware of Google Business Photos Scam - In April, Google relaunched the Google Local	6:03 AM
Search Engine Roundtable	Picture of New Google Image Search Design - Two days ago, we reported some people	6:03 AM
Search Engine Roundtable	Link Update In Google Webmaster Tools - Folks at WebmasterWorld are discussing a recent	5:57 AM
Search Engine Roundtable	Want in Google Definitions? Maybe Use DL, DT, and DD Tags - The last time we discussed	5:41 AM
Search Engine Roundtable	Google Changes Google News Design Based On Complaints - I am shocked, honestly	5:31 AM
Search Engine Roundtable	Official: Yahoo Testing Bing Powered Results In July (aka Now) - Yesterday, I received an	5:31 AM
Search Engine Land: Must I	The Subtle Science Of Bidding Part 2: Brand Keyword Management - In my previous	4:02 AM
Search Engine Land: Must I	Site Navigation & Information Architecture Fundamentals For SEOs - One of the most	3:02 AM
Search Engine Land: Must I	Google's Maslan Says The Company Not Pushing Into Real Estate - In an on-stage	11:00 PM
SEO MOZ	Whiteboard Friday - The Biggest SEO Mistakes SEomoz Has Ever Made - Posted by	10:05 PM
Search Engine Land: Must I	Google News Brings Back Its Old Home Page ... Kinda - In response to sometimes loud and	9:41 PM
Google SEO News and Disc	Are there factors influencing the site: tool's accuracy ?	Jul 15, 2010
Raven Internet Marketing T	"BlueGlass LA" Presents Two Days of Incredible Learning from Renowned Industry	Jul 15, 2010
WebProNews Feed	YouTube And Yahoo Top Video Sites In June - More than 177 million U.S. Internet users	Jul 15, 2010
WebProNews Feed	Google's Q2 Earnings Disappoint Shareholders - Google neither blew estimates out of the	Jul 15, 2010

Keep in mind, I set up different folders in my Reader so yours may look different.

Now, anytime something comes up as an alert, it will be sent straight to your reader for easy access.

Are you beginning to see the power behind this combination?

To summarize what we have covered the last couple newsletters.

1. Created Google Alerts account. This will alert you by either email or sent to your reader, whenever a topic of choice is syndicated on the Internet.
2. Created a Google Reader account to organize our alerts and any RSS feed for that matter.
3. We changed the delivery of our Google Alerts to “Feed” so that all alerts are delivered straight to our reader.

Now, you can simply go to your reader to review your alerts and find topics that would be interesting to write and post on your website or blog. Take the idea of existing content, rewrite or reword to fit your business topic and optionally link to more content on your site. Powerful stuff!

From an effectiveness standpoint, this method borders on phenomenal. That is, creating content that is applicable to your business and optionally link to other sections of your website that contain more about the topic. The end result is more content for your website, more links to your website, and top rankings for the keywords you are targeting.

Top Posts for the Week:

Here are 11 reasons customers won't trust a web site - it's the what NOT to do.

[11 Reasons Why Your Customers Don't Trust a Website](#)

Traditionally, small businesses have always dragged the economy from recession back to prosperity by creating jobs and growth - it's time again for small business owners to lead.

[The Entrepreneurial Odyssey](#)

It seems Google Places (formerly Google Maps) is pushing coupons and making it more inviting to SMB owners to take note, especially if you have your business/website listed in the 7-Pack.

[Google Coupons for the Small Business](#)

I hope you enjoyed this newsletter. If you have any questions about Google Alerts, Google Reader, or how to make it work, don't hesitate to contact me. I'd be glad to help you out.

-Dan