



CSE Web Solutions Newsletter - July 2nd, 2010

by Dan DeRoeck

Setting up Google Alerts for Power Rankings

This week's newsletter starts where the last one left off. Just in case you missed it or need a refresher, you can find it here:

[Using Google Alerts to Build Content and Drive Traffic \(will open in a new window\)](#)

This week's newsletter [lays the groundwork](#) to accomplish two things plus a bonus you can start using right away!

1. Easily create fresh content for your website/blog (remember Google loves and rewards content).
2. Improve your [internal linking](#) structure (remember, we are going to blast links at our top content, which I'll cover next time).
3. *Bonus* --- I'll cover that one below.

So you are probably asking yourself, is this going to be hard or time consuming? No, not at all. In fact, it is very easy. It's simply a matter of leveraging the knowledge you possess in your industry and using a few simple, free tools, one of which is today's topic – Google Alerts.

If you sell Red Widgets, you need to have content on your website about Red Widgets. And, you want to have your website come up high in the search results when somebody types "Red Widgets" into Google. The more content you have syndicated across the Internet, the better chances you have for ranking for these keywords.

Remember this **entire process is three steps**. Well, actually only two, but I'm going to make it three in order to make it more streamlined going forward. But once the set up is done, it's simply a matter of monitoring incoming events and writing quick posts on them. **Today, I'm going to show you the first step – setting up Google Alerts.**

Google Alerts is nothing more than a free tool to keep you abreast of [anything going on you wish to monitor](#). But they are actually a multi-faceted tool that will provide you the bonus, which I'll cover below.

You should have a Google Account to use Google Alerts. If you don't have one, head over here first: [Set up Google Account](#). You'll thank me later...

Side note. If you don't use Google Apps, you should seriously consider it for your business. They have the absolute most powerful, integrated business productivity tools available – my plan is to cover Google Docs/Apps in a future newsletter.

OK, without further ado, let's get to the set up. Here is a video I found that's easy to follow – only a 2 minute and 16 seconds:

[How to setup Google Alerts \(will open in a new window\)](#)

Welcome back. Pretty simple right?

When you finish listening to this video, I would like you to set up Google Alerts for the following search terms:

"A topic you want to rank for - Red Widgets"

"A topic you would like to learn about to help you in your business"

Of course, you would replace everything between the quotes with the actual topic or keyword.

I would suggest using the following parameters when setting up Google Alerts to start. We can always adjust them later:

Type: Comprehensive

How Often: Once a Week

Deliver to: your email account

Ok, time for the bonus I mentioned earlier. Below, are some great ideas to not only find content to write about, but keep track of things that are of importance to you:

1. **Keep track on any “mentions” for your business:** Try entering these phrases in the Search Terms: ["Your business or company name"], [link:www.mywebsite.com], ["keyword" site:www.mywebsite.com], [allintitle:"keyword" site:www.mywebsite.com].
2. **Keep track of any happenings in your community or city:** Try entering ["Ann Arbor Schools"] or ["Ann Arbor local events"] for example.
3. **Keep track of potential customers:** This is a good one... enter in search terms of your product or services to help you find new customers. For example enter: ["how do I stop drafts in my house"], ["how much is my Ann Arbor house worth"], ["where can I find Sterling Heights homes for sale"], ["looking for home energy incentives in Grand Rapids"].

4. **Keep track of your competition.** Try some alerts like this: ["link:www.mycompetition.com"], ["keyword" site:www.mycompetition.com], [allintitle:"keyword" site:www.mycompetition.com] to monitor mentions of your competitors.

Next week, I'll show you how to set up an RSS Reader that's very cool and works very well with Google Alerts. It will not only allow you to track and read your favorite topics on the Internet, but provide a very efficient way of "housing" these Google Alerts instead of your email. This will allow you to "chunk your work" and become more efficient.

Best Posts of the Week

Each newsletter, I'll try and give you my top picks that relate directly to your local online marketing efforts and/or the topic at hand. Here are this weeks picks:

[How to use Google Alerts to Monitor Your Business Online Presence](#)

[6 Tips to Instantly Improve Your Blog](#)

[3 Essential Small Business Search Marketing Trends](#)

[How to Build Your Inbound Marketing GamePlan](#)

This last one is not a quick read/study, but an absolute **gem**. There is a free ebook download that is chock full of great information to help you grow your business using online strategies – a much different approach than the “status quo” but one we must embrace!

I hope you enjoyed this week's newsletter. The next one will wrap up the series - I will be showing you first hand how to take advantage of those Google Alerts and create new content for your site/blog and blast some internal links!

The next newsletter will cover:

1. How to set up an RSS Reader.
2. How to use Google Alerts to post content to your website.

Have a great Fourth of July Holiday!

-Dan