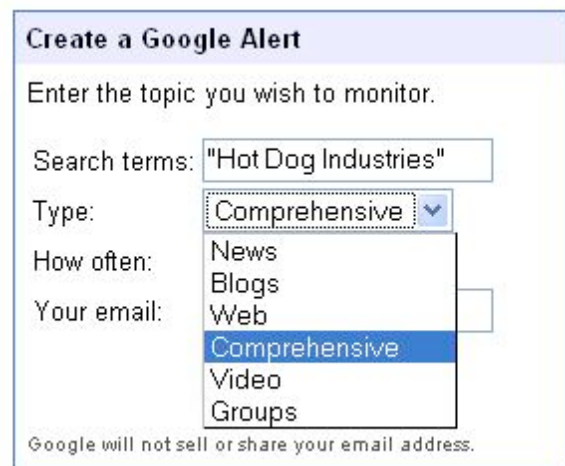


Use Google Alerts to Find Out When and Where You're Mentioned on the Web

The folks at Google have invented a lot of useful features to their world-famous search engine. One very handy tool for tracking where you've been mentioned on the Web is Google Alerts.

With [Google Alerts](#), you'll receive periodic email notifications (once a day, once a week, or in real time) when search terms you monitor appear on the Web or in the news. This helps you stay on top of what people are saying about you or your company -- and what they're saying about your competition or other areas of interest.

Creating a Google Alert is easy: go to google.com/alerts. On the form that appears, fill out the required fields and select some options from a few drop-downs. That's it! You're ready to go, and your requested notifications will soon start arriving in your inbox. Say your company is called Hot Dog Industries. Here's how you'd set up an alert:



Create a Google Alert

Enter the topic you wish to monitor.

Search terms: "Hot Dog Industries"

Type: Comprehensive

How often: News, Blogs, Web, Comprehensive, Video, Groups

Your email: [Empty]

Google will not sell or share your email address.

By selecting "Comprehensive," you'll find every mention in the news, on the Web, in blogs, in videos, and in Google Groups discussions. Enjoy!

About Desktop Resources, Inc.

Desktop Resources, Inc. was founded in 1995 by Tony Schafer, and is a leader in helping organizations couple their business initiatives with the technology to address those needs. DRI's "InformIT" managed services offerings proactively manage client infrastructure and strive to prevent problems before they occur. For more details, contact DRI at (317) 596-3650 or <http://www.DesktopResources.com>