

The Technology Coach



Staying on top of your industry with Google news alerts

Staying on top of your industries news, updates and changes can be challenging but is absolutely essential when it comes to being prepared for change in your business.

Luckily you don't need to read every newspaper article or every online publication printed each day to stay informed

Everyone knows that Google is one of the single best places to look for websites, news and images but there's one tool on the Google website that shines even brighter than most when it comes to Small Business.

Google News Alerts is a free service that watches new emerging news stories from either all over the world or your own backyard and catches specific keywords that match your news search criteria, the best part of all is that once it has been setup, Google News Alerts automatically emails you these news stories (as they happen or in digest format once a week).

To setup Google News Alerts follow the steps below:

1. Visit news.google.com and click Advanced News Search



2. Select the appropriate search options to fine tune your news search and results

Find results

with **all** of the words "Small Business" Technology Sort by relevance

with the **exact phrase**

with **at least one** of the words

without the words microsoft

News source Return only articles from the **news source** named
e.g. CNN, New York Times

Location Return only articles from news sources **located** in canada
A country or a U.S. state

Occurrences Return results where my terms occur anywhere in the article

Date

Return articles published anytime

Return articles published between 20 May and 19 Jun

- From the search results page scroll all the way to the bottom and select the option to “get the latest news on... with Google alerts”

New! Get the [latest news on Small-Business Technology -microsoft](#) with Google Alerts.

The screenshot shows the Google Alerts (BETA) interface. At the top left is the Google Alerts logo. To its right is a navigation bar with 'Google Alerts (BETA)' and links for 'FAQ' and 'Sign in'. Below the logo is a 'Welcome to Google Alerts' section with introductory text and a list of uses: monitoring news, keeping current on competitors, getting the latest on celebrities, and keeping tabs on sports teams. To the right is a 'Create a Google Alert' form with fields for search terms ('Small Business" Technol'), type (News), frequency (once a day), and email. A 'Create Alert' button is at the bottom of the form. A footer contains copyright information and links to Google Home, Alerts Help, Terms of Use, and Privacy Policy.

- A confirmation email is sent to you once you’ve entered your address, note that the emails won’t arrive daily until after you’ve confirmed your interest in this service.

The screenshot shows the 'Google Alert Created' confirmation page. It features the Google Alerts logo and a navigation bar with 'Google Alerts (BETA)', 'FAQ', and 'Sign in'. The main heading is 'Google Alert Created', followed by a message: 'Your Google Alert request ["Small Business" Technology -microsoft location:canada] has been created and a verification email has been sent to note2scott@hotmail.com.' A grey box contains the instruction: 'You will not receive Google Alerts on this topic until you click the link in the verification email and confirm your request.' Below this is a link to return to the Google Alerts home page. The footer includes copyright information and links to Google Home, Alerts Help, Terms of Use, and Privacy Policy.

There’s even a Frequently asked questions section which you can access directly from the Google news alerts page that will help you in creating your own news alerts.

If you found this information informative don’t hesitate to visit our website and sign up for our monthly newsletter with similar tips, tools and tricks small business owners and operators can use to get technology working for them!