Parent Internet Safety Workshop
Creating a Google Alert

Note: A Google account is not needed to set up a Google Alert; however, with a Google account you can manage your alerts: i.e., create alerts without email verification, change how often an alert is sent, etc. If you do not use Gmail regularly, follow the steps below to create alerts that will be sent to your regular email.

What is a Google Alert?

Google Alerts are emails sent to you when Google finds new results -- such as web pages, newspaper articles, or blogs -- that match your search term. You can use Google Alerts to monitor anything on the Web. For example, people use Google Alerts to:
- find out what is being said about their company or product.
- monitor a developing news story.
- keep up to date on a competitor or industry.
- get the latest news on a celebrity or sports team.
- find out what’s being said about themselves.

What is a Google Alert?

1. Go to http://www.google.com/alerts

2. Enter your name within "quotation marks" in the Search Terms field

3. For Type, select "Everything"

4. Choose "once a week" for How Often

5. For Volume choose "All results"

6. Enter your preferred email address in the Your Email field

7. Click the Create Alert button to finish! A verification email will be sent to the email address entered – you must access your email account and click the verification link contained within to confirm your request:

8. If you have different variations of your name, you will want to set up additional Google Alerts; e.g., "Jennifer Cirino," "Jen Cirino," etc.