



Managing Your Google Alerts

Google alerts provide you with direct news feeds in real time, as they are indexed.

This means that if your competitors' PR company have published news on quality, news aggregation websites, then this will be picked up by humans at Google, who will then filter that news into their Google Alert system.

Anyone can sign up for alerts, go try it www.google.com/alerts. You choose the things you are interested in. So if you are a Graphic Designer based in Windsor, you'd filter for designers, for "graphic design", for Windsor, and this will then keep you tuned in as articles are published or, probably easier to manage, on a daily basis.

Each day Google will deliver you the news on the topics YOU care about.

If you want your news to be included then it needs to be via one of the quality news aggregation sites. Because of the volume of content we have, Business in Berkshire is included in the Google Alerts and so not only is your news indexed rapidly via our BinB website, it is also feeding Google Alerts and being despatched to thousands of people who have signed up for alerts on news topics that relate to your market place.

Go try Google Alerts for yourself and then, get yourself a BinB Micro Site and get publishing your news for the world to see. Call us on 01753 852904 for more information.

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