

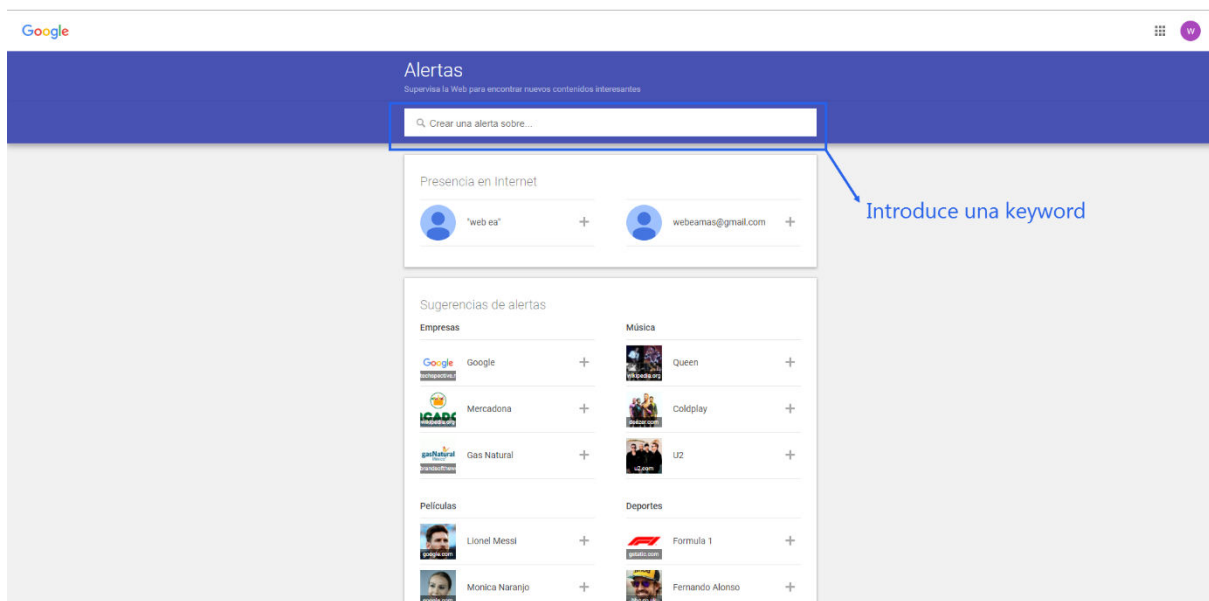
How to customise Google Alerts

Google Alerts is a customised notification service based on the indexed content used by this search engine. By customising your key words and industry settings, you can use Google Alerts to keep up to date with news about your areas of interest instead of your current press clipping service.

For tips on how to customise Google Alerts and ideas on how to make the most of it, see below.

Steps to customise Google Alerts

1. Go to <https://www.google.es/alerts> and login to your Google Account.
2. At the search bar, type in the keywords you want to follow



3. In the dropdown settings menu, select the settings to customise your email alerts

The screenshot shows the Google Alerts configuration page for the search term 'ESADE Alumni'. The page has a blue header with the title 'Alertas' and the subtitle 'Supervisa la Web para encontrar nuevos contenidos interesantes'. Below the header is a search bar containing 'ESADE Alumni'. The main content area contains several settings, each with a dropdown menu:

Frecuencia	Como máximo, una vez al día
Fuentes	Automático
Idioma	español
Región	Todas las regiones
Cantidad	Solo los mejores resultados
Enviar a	webeamas@gmail.com

At the bottom left, there is a blue button labeled 'Crear alerta'. To its right is a link labeled 'Ocultar opciones' with an upward-pointing triangle.

4. When you are ready, click on “Create Alert”

Examples of how to use Google alerts

News in your industry. To keep pace with the latest developments in your industry, you can also customise alerts by using inverted commas in your searches. Type e-marketing “tourism”, for example, to create a customised alert that will send content about e-marketing containing an exact match to the word “tourism”.

Monitor your brand. Be the first to know whenever your brand is mentioned on line. Perfect for tracking your online reputation!