A GUIDE FOR AUTHORS

GOOGLE ALERTS
WHO IS DISCUSSING YOUR BOOK ONLINE?

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Find out using the free Google Alerts service.

With this free tool from Google, you can monitor any online references to your book, your research, you name or your interests. In only a few minutes, you can create alerts to tell you when something relevant appears on the web, or on social media sites such as Facebook and Twitter.
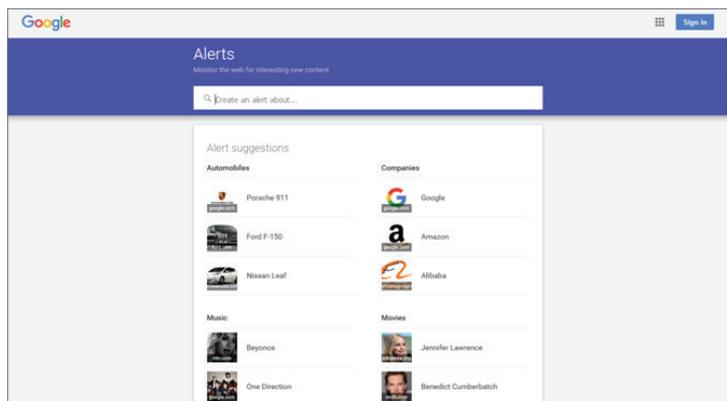
GOOGLE ALERTS ENABLES YOU TO:

▸ Get up-to-date reports on who is talking about your book(s) online

▸ Find discussions about your book or area of research

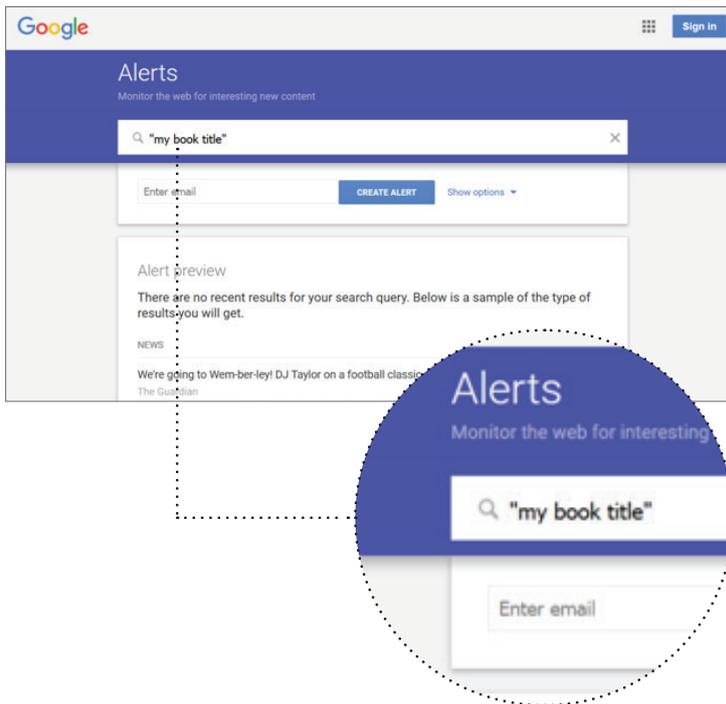▸ Set up multiple alerts covering any topics that interest you

Setting up Google Alerts is *free and simple*. All you need is an email address.

HOW TO GET STARTED

1 **Go to the Alerts setup page** → www.google.com/alerts
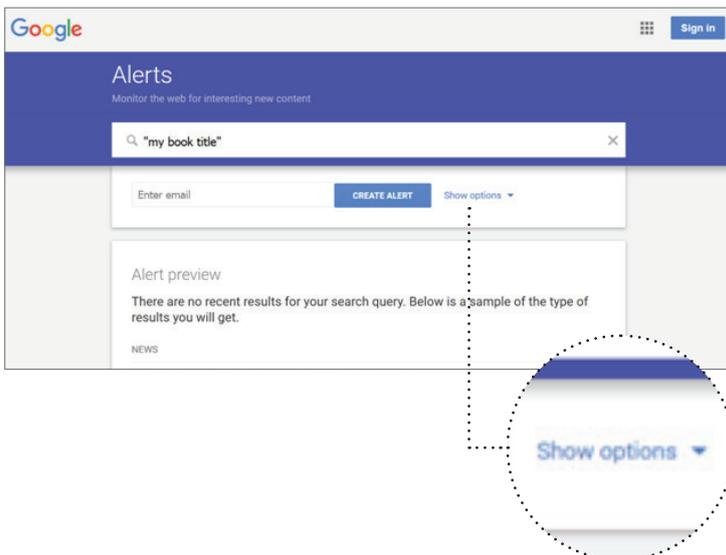
② Enter your search term

Enter e.g. your book title into the search box.

TIP
If your book title is a single word, or contains a common or well-known phrase, you will get better results when you put the title in quotes and add your name.

For example: "The Periodic Table" Primo Levi

③ Select your options

Click on the 'Show Options' text (beside the blue button) to choose your preferences.

The menu below will appear. Click on the double arrows to change any of the options.

Once you have an account you can change your options at any time.

HOW OFTEN

Choose how often you receive updates. Your options are:

- ‣ 'As it happens' (sends an email every time your book is mentioned)
- ‣ 'At most one a day' (sends a summary email about once a day)
- ‣ 'At most once a week' (sends a summary email about once a week)

SOURCES

By default, Google searches all its sources (web pages, social media, video etc.). We suggest you leave it as 'Automatic', unless you are receiving too many results.

LANGUAGE

If your title is in English, then your best options are 'All languages' or 'English'.

REGION

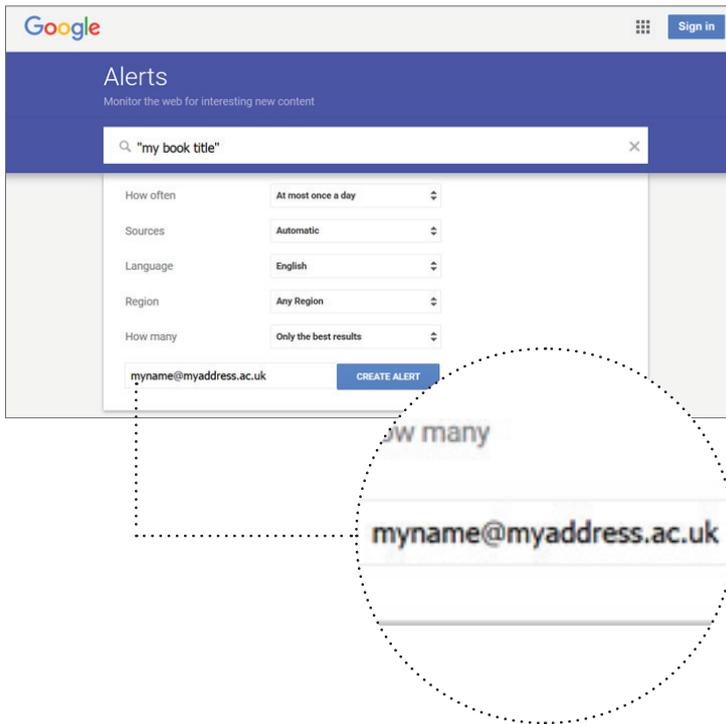We suggest you select 'All regions' unless you wish to narrow your results to a specific geographic area.

HOW MANY

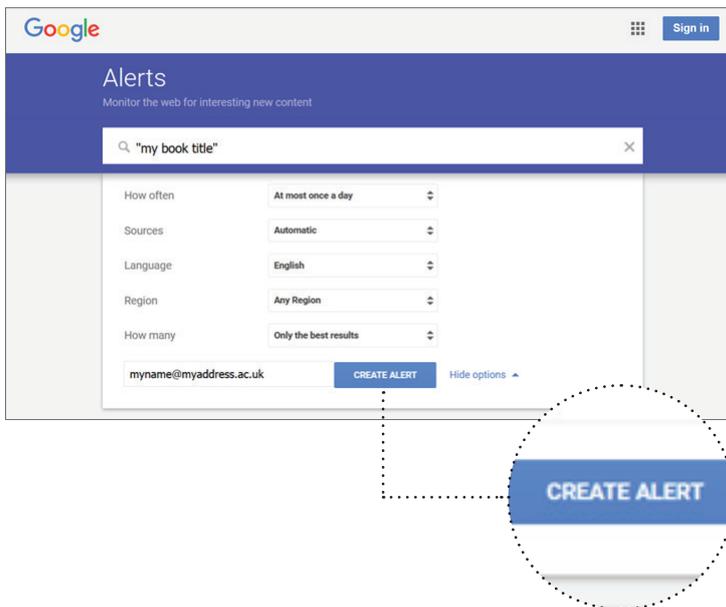Your choices are:

- ‣ 'Only the best results'
- ‣ 'All results'

We suggest you start with 'All results'. If you find you are getting too many results, you can switch to 'Only the best results'.
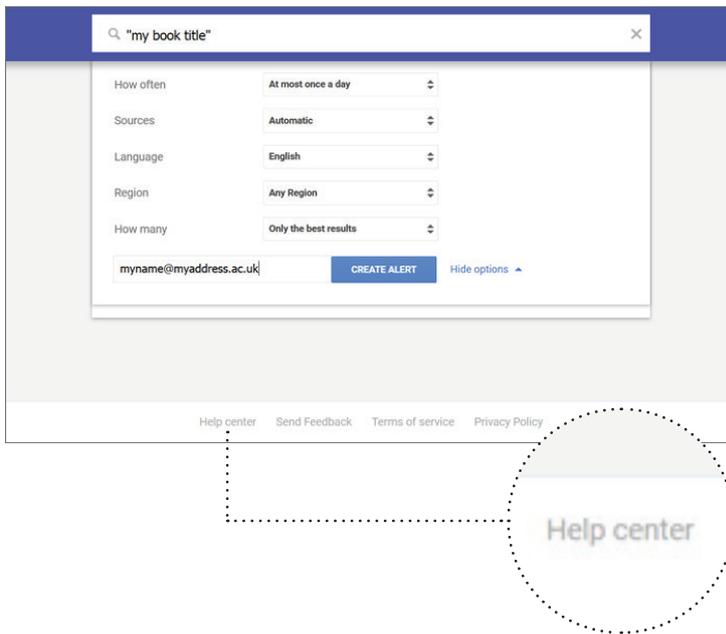
④ Enter your email address

Once you have selected your options: enter your email address in the box under your options and click 'Create Alert'.

After you click the 'Create Alert' button, you should receive an email confirming that your account is set up. The email will include a link to your new account, where you can modify your settings or set up a new alert.

5 Need help?

If you have any questions or problems, please visit the online help section, which you can access at the bottom of any of the Alerts.