

Lesson 5

Google Alerts:

Stay in the know.

Follow the breaking stories that are important to you.



Course 1: Training Center Fundamentals

This course teaches skills every journalist needs for reporting in the digital age. You will learn a broad range of practical tools that you can use immediately.

Lesson Overview

Follow developing stories, from your inbox.

Google Alerts is a powerful tool that helps you stay on top of all the things that are important to you. Once you set it up, you'll get email notifications any time Google finds new results on topics you care about.

For example, if you're a reporter covering a specific beat, creating alerts on relevant keywords will help you stay up-to-date with emails that support your research.

Check out our FAQ video on Training Center's YouTube channel.

- 3 Create an alert.
- 4 Choose how often you get Alerts.
- 5 Select your sources.
- 6 Customize your alerts.
- 7 Keep tabs on your impact.

For more lessons, visit:

newsinitiative.withgoogle.com/training/course/fundamentals

Card 1

Create an alert.

Start getting alerts by visiting google.com/alerts and entering the search terms you want to get email notifications about. Say, for example, you're researching the midterm elections.



Alerts

Monitor the web for interesting new content

🔍 midterm elections

This will create an email alert for kellyross076@

CREATE ALERT

Show options ▾

Alert preview

You can also create an alert by clicking the + next to any of the suggested topics that you see on the Google Alerts page.

Card 2

Choose how often you get Alerts.

Sometimes your inbox gets too full. It's easy to customize how often you get alerts in your inbox.



Alerts

Monitor the web for interesting new content

midterm elections

How often	At most once a day
Sources	Automatic
Language	English
Region	Any Region
How many	Only the best results
Deliver to	kellyross076@gmail.com

Create Alert

Hide options

Just click "Show Options" to select things like how often you get alerts and the types of websites and content you want searched.

Card 3

Select your sources.

If you only want to see results from a specific source, you can choose from a range of options. However, we recommend the Automatic option, which provides you with the best results from multiple sources.



The screenshot shows the Google Alerts interface for the search term "midterm elections". The settings are as follows:

- How often: At most once a day
- Sources: Automatic
- Language: English
- Region: A dropdown menu is open, showing a list of regions. "United States" is highlighted with a mouse cursor. Other visible options include Any Region, Afghanistan, Albania, Algeria, American Samoa, and Andorra.
- How many: (Not visible)
- Deliver to: (Not visible)

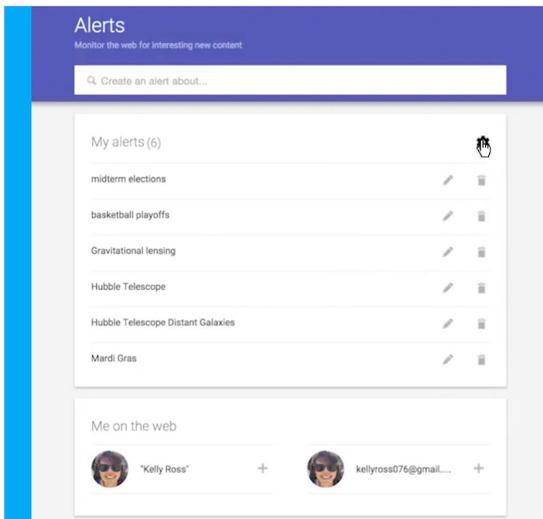
At the bottom left of the settings panel, there is a blue "Create Alert" button and a "Hide options" link.

Click "create alert" when you're happy with your choices.

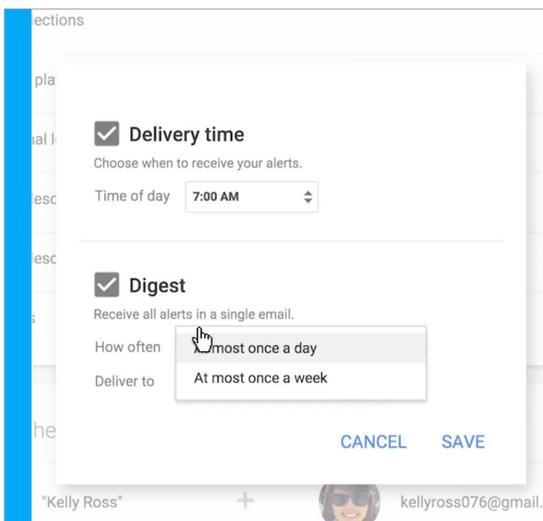
Card 4

Customize your alerts.

In the settings menu you can select the precise time you get your alerts and the form they will take. First select when you want to get your alerts. Then, if you have multiple alerts, you can click on 'Digest' to receive them in one email. No matter which option you pick, you won't get an email unless we find new results.



In the settings menu you can select the precise time you get your alerts and the form they will take.



First select when you want to get your alerts. Then, if you have multiple alerts, you can click on 'Digest' to receive them in one email. No matter which option you pick, you won't get an email unless we find new results.

Card 5

Keep tabs on your impact.

Besides covering a story, you can also use Google Alerts to monitor your own work's impact.



Alerts

Monitor the web for interesting new content

🔍 Kelly Ross City Observer staff reporter

This will create an email alert for kellyross076@gmail.com.

CREATE ALERT

Show options ▾

Alert preview

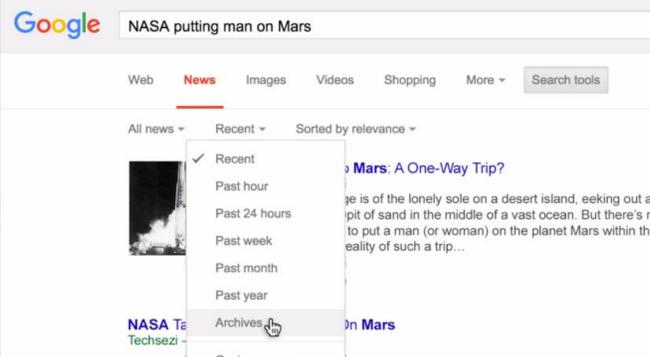
NEWS

Set up alerts with your byline, name, or website and you'll get email notifications whenever someone shares or posts your work.

Congratulations!

You completed “Google Alerts: Stay in the know.”

If you want to learn more tools that will help you research, report and distribute your stories, go to the Training Center website for the next lesson in the Fundamentals Course:



The screenshot shows a Google News search for "NASA putting man on Mars". A dropdown menu is open, showing filters for "Recent", "Past hour", "Past 24 hours", "Past week", "Past month", "Past year", and "Archives". The "Archives" option is highlighted. Below the search results, there is a section titled "7 min estimated time" and "Google News Archive: Access the past." with a sub-heading "Discover historical digital publications and scanned newspapers."