

7. Set up a Google alert for a topic of interest to your referral sources. For example, “tax law changes” for CPAs or “Los Angeles commercial real estate market update” for a commercial real estate.

- a. You can set up a Google alert at www.google.com/alerts.
- b. Be sure to put the search terms in quotes.
- c. Select “News” from the type menu.
- d. Select either “As it happens” or “Once a week” from the How Often menu.
- e. Type in your email or use a separate email like google@yourlawfirm.com (*ask your webmaster to set this up for you*). The purpose of using a separate email is so you can set up a rule in Outlook to have all the alerts filtered into a subfolder rather than just your Inbox. Click on “Create Alert.”
- f. You will receive an email to confirm your alert.
- g. These alerts can be used to notify you of topics and websites of interest. You can then email to your referral sources with a note “Thought you might be interested in this.”

Google Alerts Google Alerts (BETA)

Welcome to Google Alerts

Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.

Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

Create an alert with the form on the right.

You can also [click here to manage your alerts](#)

Create a Google Alert

Enter the topic you wish to monitor.

Search terms:

Type:

How often:

Deliver to:

Google will not sell or share your email address.