

How To Manage Your Online Reputation



Take Control of How Potential
Customers See You Online

Customers See You Online
Take Control of How Potential

Dear Smart Business Owner,

Do you know what people are saying about you and your business?

The power of the consumer is stronger than ever with the Internet. Consumers can damage you and your business' reputation very easily with blogs, review sites, social sites like Facebook and even Twitter.

What happens when someone puts your business name into Google? Or Facebook?

If you don't know it's time you found out and discovered the traces of your business that people can see there.

What's said about you and your business on the Web can affect you as well as your company, both positively and negatively.

Are you aware of the looming threats and reputation attacks on your business?

Are you managing your company's online reputation?

You need to know what people see when they look for your company name online. And only through understanding your business' online presence, you can then manage your company's online presence with more certainty.

While sometimes a business deserves a bad rap, other times it is simply a case of misunderstanding. At any rate, as a local business owner, you will want to arm yourself with the necessary tools and strategies that will help you to protect your business reputation online. You can also discover your audience and market to them directly.

If you want to know how to track your presence and monitor your brand, then this practical guide is written for you. Below are the 6 tools for your online reputation monitoring activities? Use each to search, locate and respond when necessary.



1. Google—[Google.com/alerts](https://www.google.com/alerts)

Google Alerts are email updates of the latest relevant Google results based on your choice of query or topic. You can subscribe to each alert through email and RSS. For RSS alerts, you can use RSS readers to view these alerts.

So how can you use Google alerts?

You can setup a comprehensive alert system to notify you of stories as they happen, keep watch on your industry and competitors, see who is writing about you or your company and also track your marketing campaigns. When you monitor and track the alerts, you may recognize bloggers and journalists who post regularly on your topic of interests. You can form better relationships with them then market to them directly.

Step 1: Go to Google.com

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▼](#)

[iGoogle](#) | [Search settings](#)

Google

[Advanced search](#)
[Language tools](#)

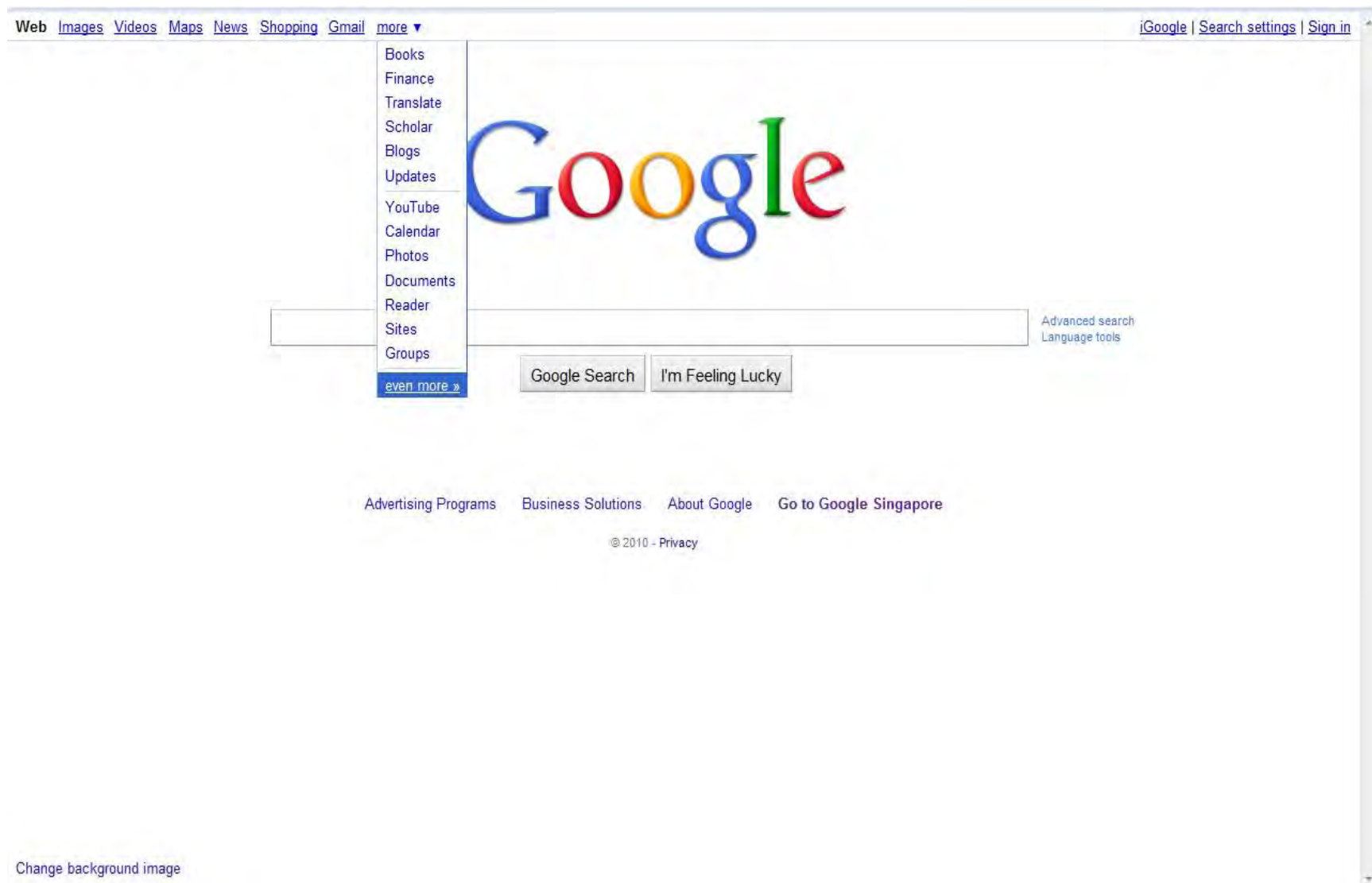
Google Search

I'm Feeling Lucky


[Advertising Programs](#) [Business Solutions](#) [About Google](#) [Go to Google Singapore](#)

© 2010 - [Privacy](#)

Step 2: Click on ' More' on the top bar, select “even more >>”



Step 3: Select “Alerts”.





[Web](#) [Images](#) [Video](#) [News](#) [Maps](#)


Search the Web


More Google Products


Search


 [Alerts](#)
Get email updates on the topics of your choice


 [Blog Search](#)
Find blogs on your favorite topics


 [Google Chrome](#)
A browser built for speed, stability and security

 [Directory](#)
Search the web, organized by topic or category


 [Images](#)
Search for images on the web

 [News](#)
Search thousands of news stories


 [Scholar](#)
Search scholarly papers


 [Web Search](#)
Search billions of web pages


Explore and innovate

 [Code](#)
Developer tools, APIs and resources


Communicate, show & share

 [Docs](#)
Create and share your online documents, presentations, and spreadsheets

 [Groups](#)
Create mailing lists and discussion groups

 [Translate](#)
View web pages in other languages

Go mobile

 [Mobile](#)
Get Google products on your mobile phone

©2010 Google – [Google Home](#) - [Advertising Programs](#) - [Business Solutions](#) - [About Google](#) - [Help Center](#)

Step 4

Inside 'Google alerts' you can set your alerts by specifying the following:

Search Terms- which is the words you want to search

Type - You can select the types of updates, it can be from “Everything” (which means all the following: News, Blogs, Updates, Video, Discussion), or alternatively, you can select one of the following:

“News”

“Blogs”

“Updates”

“Video”


“Discussion”

How Often - You can decide how often you wish to receive the update

Volume - You can select 'only the best result' or 'any results'

Email - You can enter your email address

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▼](#)[Help](#) | [Sign in](#)


beta

Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

Monitor the Web for interesting new content
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your choice of query or topic.
Enter the topic you wish to monitor, then click preview to see the type of results you'll receive. 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

You can also [sign in to manage your alerts](#)


[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)
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Step 5

After you have completed entering all the information and your email, click 'Sign in' on the top right hand corner. Note: It is important for you to set up a 'Gmail Account' first before you sign in.

[Web](#) [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more ▼](#)

[Help](#) | [Sign in](#)


beta

Search terms:

[Preview results](#)

Type:

How often:

Volume:

Your email:

Monitor the Web for interesting new content

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

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- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

You can also [sign in to manage your alerts](#)

[Manage your alerts](#) - [Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

© 2010 Google

Step 6

After signing in to Google alerts with your Google account:



Google alerts **Manage your alerts** @gmail.com | [Settings](#) | [FAQ](#)

Your Google Alerts [Switch to text emails](#) | [Export](#)

Search terms	Type	How often	Volume	Deliver to
<input type="checkbox"/> iphone	Everything	once a day	Only the best results	Email

[Google Alerts Help](#) - [Terms of Use](#) - [Privacy Policy](#) - [Google Home](#)

© 2010 Google

To see the updates on your search term 'iPhone':

- Click sign out from “Google Alerts”,
- Next, log on to your Google account to check the updates relating to iPhone.



Search Mail Search the Web [Show search options](#)
[Create a filter](#)

- Mail
- Contacts
- Tasks
- Compose mail
- Inbox (1)
- Buzz
- Starred
- Sent Mail
- Drafts (1)
- Personal
- Travel
- 6 more ▾

[Blackberry with StarHub](#) - [www.bash.com.sg](#) - Enjoy Real-time chats on BBM™. Sign up Bash Event for a Night of Fun! [About these s](#)

Archive Report spam Delete Move to ▾ Labels ▾ More actions ▾ Refresh

Google Alerts Google Alert - iphone - News 10 new results for iphone 4Easysoft iPhone Manager: Makes Your iPhone Much Easier to |

Archive Report spam Delete Move to ▾ Labels ▾ More actions ▾ Refresh

● putien group +

Search, add, or invite

Invite a friend -

Give Gmail to:

Send Invite 50 left

[Preview Invite](#)

Send messages from your [other email addresses](#) using your Gmail account. [Learn more](#)

You are currently using 0 MB (0%) of your 7511 MB.

Last account activity: 21 hours ago at IP 218.186.33.241. [Details](#)

Gmail view: standard | [turn off chat](#) | [turn off buzz](#) | [older contact manager](#) | [basic HTML](#) [Learn more](#)

©2010 Google - [Terms](#) - [Privacy Policy](#) - [Buzz Privacy Policy](#) - [Google Home](#)

Step 7

View the updates in your email relating to your search term: 'iPhone'.

The screenshot shows a Gmail interface with a search for 'iPhone'. The left sidebar contains navigation links for Mail, Contacts, Tasks, Compose mail, and an Inbox list with items like Buzz, Starred, Sent Mail, Drafts (1), Personal, Travel, and a putien group. The main content area displays a search result for 'Google Alert - iphone' received 10:07 PM (29 minutes ago). The alert message states 'Images are not displayed' and provides a link to 'Display images below - Always display images from googlealerts-noreply@google.com'. Below the alert, there are 10 new results for 'iphone' listed under the 'News' category. The results include articles from PR Newswire, NewsFactor Network, Chicago Sun-Times, and Buzz Catalog, all discussing the iPhone 4 launch and its impact. The right sidebar features 'Sponsored Links' such as '#1 Singapore Web Hosting', 'Google Apps Solutions', 'Order servers online', '\$\$10 SG Multisite Hosting', 'Free: Make your website', and '\$\$4.95 Unlimited Hosting'.

Gmail Calendar Web Documents Reader more ▾ @gmail.com | Settings | Help | Sign out

Gmail by Google

Search Mail Search the Web [Show search options](#) [Create a filter](#)

Mail
Contacts
Tasks

Inbox
Buzz
Starred ★
Sent Mail
Drafts (1)
Personal
Travel
6 more ▾

● **putien group**

Invite a friend
Give Gmail to:

 50 left [Preview Invite](#)

SG Singapore Web Hosting - www.poznet.com - Cpanel + Fantastico + Site Builder Host 3000+ customers, PHP5 / MySQL5 [About these ads](#)

[« Back to Inbox](#) 1 of 1

Google Alert - iphone Inbox | X

☆ **Google Alerts** to me [show details](#) 10:07 PM (29 minutes ago)

Images are not displayed.
[Display images below - Always display images from googlealerts-noreply@google.com](#)

News 10 new results for iphone

[4Easysoft iPhone Manager: Makes Your iPhone Much Easier to Enjoy!](#)
PR Newswire (press release)
BEIJING, Oct. 24 /PRNewswire-Asia/ -- With the release of iPhone 4, plenty of smart iPhone apps have become very popular with millions of iPhone fans. ...
[See all stories on this topic »](#)

[Verizon Staffing Up Call Centers for iPhone Launch?](#)
NewsFactor Network
By Jennifer LeClaire It's not much of a stretch to suggest that a Verizon iPhone launch is around the corner. The latest fuel to the Verizon iPhone fire ...
[See all stories on this topic »](#)

[Windows Phone 7 is worthy addition to smartphone market](#)
Chicago Sun-Times
The second impeccable, fundamental decision that they made: "Let's not just do a knockoff of the iPhone." There's just no point any more. ...
[See all stories on this topic »](#)

[Atomic Tom concert on iPhone in the subway in New York](#)
Buzz Catalog [Buzz Catalog](#)
He has used technological means, music applications downloaded on the iPhone, to offer a concert in one of the subway cars in New York. ...
[See all stories on this topic »](#)

[In Hindsight: From Apple to social media upstarts, 'the race is on'](#)

[New window](#)
 [Print all](#)

Sponsored Links

#1 Singapore Web Hosting
Singapore Cpanel Email / Webhosting
Free Sitebuilder! Host 3000 customer
www.poznet.com.sg

Google Apps Solutions
Google Apps Authorised Reseller
Get Premier Edition 25GB Mailbox
www.websawvy.com.sg

Order servers online
lastest promotion model
order online or call us at 68487102
www.viperlink.com.sg

\$\$10 SG Multisite Hosting
Free Site Builder & Templates. 24/7
Support. Free 50x7GB Email
Accounts
www.oryon.net

Free: Make your website
Easy-to-use website with your own
personal domain. Try now for Free!
www.simplesite.com

\$\$4.95 Unlimited Hosting
Singapore unlimited web hosting at
its cheapest - just \$4.95/month
SGNIX.com



2. Blog posts—Technorati.com

Technorati is the largest blog search engine in the world. If you have a blog, you can register it with Technorati to track "blog reactions" as well as find blogs that link to yours.

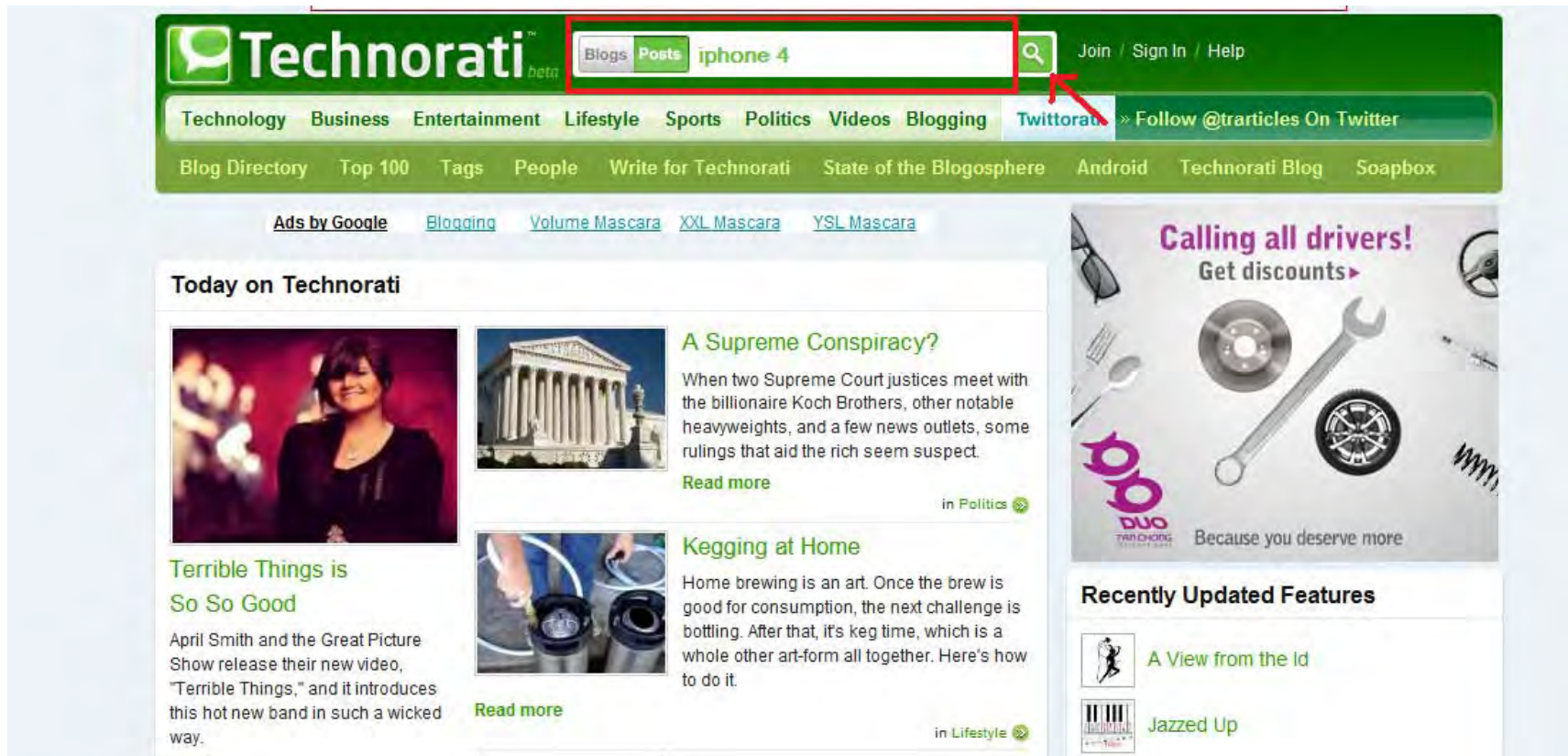
So how can you use Technorati?

Simply search for your name on Technorati, and subscribe to RSS alerts so that when someone blogs about you, you will find out. Take note of every blog that is linking to your blog as well so that when you write your next post, link back to these blogs. It is a way to show your appreciation and give the recognition to those who have recognized your blog.

Step 1

Type your search term in the search box.

In our example, it is 'iphone 4' and click on the green icon next to it (see arrow in the image below).



The screenshot shows the Technorati website interface. At the top, there is a green header bar. On the left of the header is the Technorati logo. To its right is a search bar containing the text "Blogs Posts iphone 4". A green magnifying glass icon is located to the right of the search bar, and a red arrow points to it. Further right in the header are links for "Join / Sign In / Help". Below the header is a navigation bar with various category links: Technology, Business, Entertainment, Lifestyle, Sports, Politics, Videos, Blogging, and a highlighted "Twitterati" link. To the right of these links is a button that says "Follow @trarticles On Twitter". Below the navigation bar is another row of links: Blog Directory, Top 100, Tags, People, Write for Technorati, State of the Blogosphere, Android, Technorati Blog, and Soapbox. Below this is a section for "Ads by Google" with links for Blogging, Volume Mascara, XXL Mascara, and YSL Mascara. The main content area is titled "Today on Technorati" and features three article previews. The first preview is for "Terrible Things is So So Good" by April Smith and the Great Picture Show. The second preview is for "A Supreme Conspiracy?" about Supreme Court justices and the Koch Brothers. The third preview is for "Kegging at Home" about home brewing. To the right of the article previews is a large advertisement for "DUO" car parts with the text "Calling all drivers! Get discounts" and "Because you deserve more". Below the advertisement is a section titled "Recently Updated Features" with two items: "A View from the Id" and "Jazzed Up".

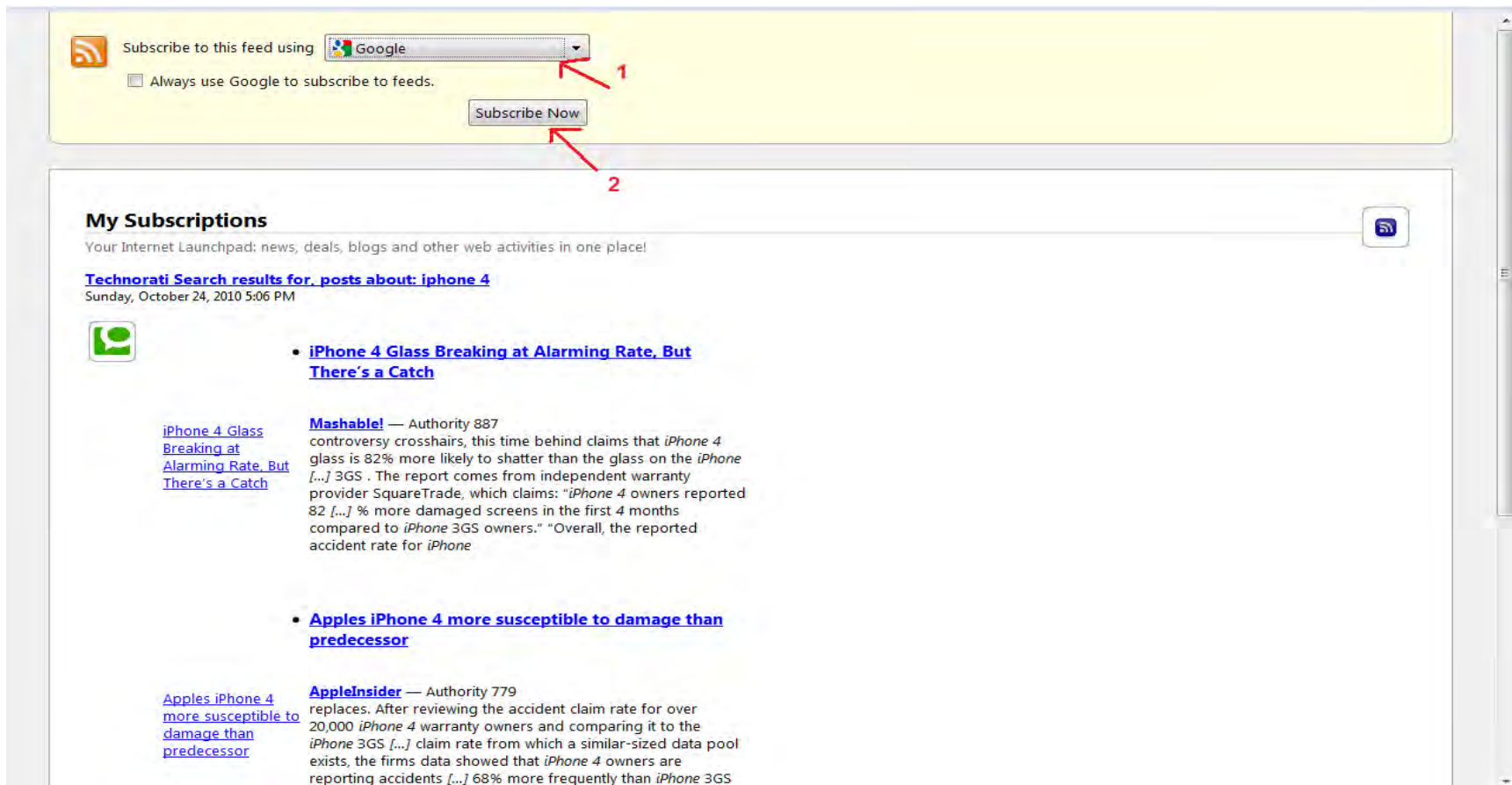
Step 2

An image showing the result of a list of blog posts related to the search term is shown below.

Click on the RSS feed icon 

Step 3

Select channel to view your RSS feeds (arrow “1” in the image) and then click 'Subscribe Now' (arrow “2” in the image).



The screenshot shows a web interface with a yellow header bar. In the header, there is a text input field containing "Google" and a dropdown arrow, with a red arrow labeled "1" pointing to it. Below the input field is a checkbox labeled "Always use Google to subscribe to feeds." and a "Subscribe Now" button, with a red arrow labeled "2" pointing to it. Below the header, the main content area is titled "My Subscriptions" and includes a sub-header "Your Internet Launchpad: news, deals, blogs and other web activities in one place!". Below this, there is a search result for "Technorati Search results for: posts about: iphone 4" dated "Sunday, October 24, 2010 5:06 PM". The search results list two items:

- iPhone 4 Glass Breaking at Alarming Rate, But There's a Catch**
by Mashable! — Authority 887
controversy crosshairs, this time behind claims that *iPhone 4* glass is 82% more likely to shatter than the glass on the *iPhone* [...] 3GS . The report comes from independent warranty provider SquareTrade, which claims: "*iPhone 4* owners reported 82 [...] % more damaged screens in the first 4 months compared to *iPhone* 3GS owners." "Overall, the reported accident rate for *iPhone*
- Apples iPhone 4 more susceptible to damage than predecessor**
by AppleInsider — Authority 779
replaces. After reviewing the accident claim rate for over 20,000 *iPhone 4* warranty owners and comparing it to the *iPhone* 3GS [...] claim rate from which a similar-sized data pool exists, the firms data showed that *iPhone 4* owners are reporting accidents [...] 68% more frequently than *iPhone* 3GS

Step 4

If you select 'Google HomePage,' it will direct you to Google.
You will see updates on the blog post you subscribe that is related to your search term.



<http://www.ingboo.com/api/feed/z0kIE79Lky2N66SesyHIR0CrCcCGxb08?c=1>

Google offers two different ways to keep up-to-date with your favorite sites:

Your **Google homepage** brings together Google functionality and content from across the web, on a single page.

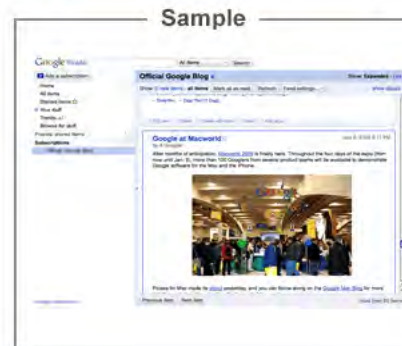
Add to Google homepage



or

Google Reader makes it easy to keep up with the latest content from a large number of sites, all on a single reading list.

Add to Google Reader



Step 5

If you select Google Homepage,

The screenshot shows the Google iGoogle homepage. At the top, there's a navigation bar with links: Web, Images, Videos, Maps, News, Shopping, Gmail, and more. Below this is the iGoogle logo and a search bar with 'Google Search' and 'I'm Feeling Lucky' buttons. A banner at the top right says 'Show this page every time I start to browse the web. Make iGoogle my homepage'. Below the banner, there are several widgets. A red box highlights the 'My Subscriptions' widget, which shows a list of subscriptions. The first subscription is 'iPhone 4 Glass Breaking at Alarming Rate. But There's a Catch' from Mashable! — Authority 887. The widget also shows a link to 'Apples iPhone 4 more susceptible to damage than expected'. Other widgets visible include 'To Do List', 'Date & Time', 'Enter Location', and 'Gmail (7839)'.

Web Images Videos Maps News Shopping Gmail more

Classic Home Settings Help Sign out

iGoogle

Google Search I'm Feeling Lucky

Show this page every time I start to browse the web. [Make iGoogle my homepage](#)

Donate to Save the Children Select theme Add stuff

Home

Date & Time

Gmail (7839)

To Do List

Workplace Stretch R...

My Subscriptions

Updates

Friends

Chat

Search contacts...

Adeline Fong

back

Make iGoogle my homepage

My Subscriptions

Technorati Search results for posts about: iphone 4

iPhone 4 Glass Breaking at Alarming Rate. But There's a Catch

Mashable! — Authority 887

controversy crosshairs, this time behind claims that iPhone 4 glass is 82% more likely to shatter than the glass on the iPhone [...] 3GS. The report comes from independent warranty provider SquareTrade, which claims: "iPhone 4 owners reported 82 [...] % more damaged screens in the first 4 months compared to iPhone 3GS owners." "Overall, the reported accident rate for iPhone

Apples iPhone 4 more susceptible to damage than expected

To Do List

My list

low send resume today

low check imbuzz.com (adamlok lokadam)

low

Date & Time

11 12 1 2 3 4 5 6 7 8 9 10

Mon OCT 25

S M T W T F S

3 4 5 6 7 8 9

10 11 12 13 14 15 16

17 18 19 20 21 22 23

24 25 26 27 28 29 30

31

Enter Location

This theme will dynamically change to match your time of day, including local sunrise and sunset times. Select a different location.

Country/Region United States

City

Save Cancel

Gmail (7839)

Inbox (7839) — Compose Mail

Actions...

BabyCentre - The most amazing baby photos from Anne Geddes - BabyCentre UK - The 11:49am

Good News - Good News Reflection for Monday - GOOD NEWS MINISTRIES Español 11:28am

Daily - Today's Blessing - Your Daily Blessing provided by Good News Ministries A new 8:29am

Jerald - Social Activities for 29 Oct - 6 Nov - Dear Ladies & Gentlemen, I'm pleased to 6:23am

TODAYonline - TODAYonline News Alert for October 25, 2010 (PDF Version) - Greetings, 6:18am

Alternatively, you can view the updates from Google Reader (see image below)

Note: You will need to have a Google Gmail account. Visit www.gmail.com to sign up for an account.

Gmail Calendar Documents Web **Reader** more ▾ @gmail.com | Settings ▾ | Help | Sign out

Google reader All items Search

+ Add a subscription

Home

A look at what's new

Google Reader Play is a fun way to browse interesting stuff on the web. [Give it a try!](#)

My Subscriptions (1) **Click here to view your subscription**

Technorati Search results for posts about There's a Catch iPhone 4 Glass Breaking 887 controversy crosshairs, this time be... rming Rate, But shable!* — Authority ...ore likely to ...

The latest messages from the Google Reader team

Turning off the track changes feature

via Official Google Reader Blog by Brian Shih on 9/30/10

As of September 30th, we'll be turning off track changes in Reader. While this isn't a widely used feature, we wanted to let you know in advance so you can set up a suitable alternative (such as <http://page2rss.com>). Your previous updates will not go ... [See more »](#)

Recently read

[moonsphere 2010-04-22T01:06:00](#) from *beijing 101 RSS Feed*

[Date Time 03 05 10 9.36pm](#) [End time of post 10 29pm](#) [Stamina...](#) from *beijing 101 RSS Feed*

Tips and tricks

Did you know that Google Reader has lots of useful keyboard shortcuts? Here are some of them:

- j/k: next/previous item
- n/p: scan down/up (list only)
- o/enter: expand/collapse (list only)
- s: star item
- <Shift> + s: share item
- v: view original
- m: mark item as read/unread
- r: refresh
- f: toggle full screen mode
- <Shift> + a: mark all as read

[Click here to see the full list](#) or press "?" to display it any time.

[Google Reader Blog](#) - [Discuss](#) - [Privacy Policy](#) - [Help](#)

©2010 Google

Manage subscriptions »

Step 6

After clicking on the link (as shown above), it will direct you to the subscription page.

The screenshot shows the Google Reader interface. At the top, there's a navigation bar with links to Gmail, Calendar, Documents, Web, Reader, and more. The user is logged in as @gmail.com. Below the navigation bar, the Google Reader logo is visible, along with a search bar and a dropdown menu set to 'All items'. On the left sidebar, there are various options like 'Add a subscription', 'Home', 'All items', 'Starred items', 'Your stuff', 'Shared items', 'Notes', 'Trends', 'Browse for stuff', 'People you follow', 'Explore', and 'Subscriptions'. The main content area is titled 'My Subscriptions' and shows 'Show: 0 new items - all items'. A search bar is present, and the results are displayed as a list of articles. The first article is titled 'iPhone 4 Glass Breaking at Alarming Rate, But There's a Catch' by Mashable! with an authority of 887. The second article is 'Apples iPhone 4 more susceptible to damage than predecessor' by AppleInsider with an authority of 779. The third article is 'iPhone 4 Cracked Glass Cases Almost Double the iPhone 3GS [iphone 4]'. The page also includes a 'Previous item' and 'Next item' button at the bottom, and a '1 item' indicator.

Google reader [Search] All items

+ Add a subscription

Home All items Starred items Your stuff Shared items Notes Trends Browse for stuff

People you follow

You can now search for people sharing publicly in Reader. Search for some people

Sharing settings »

Explore Recommended items Recommended sources View all recommendations »

Subscriptions

My Subscriptions » Show: Expanded - List

Show: 0 new items - all items Mark all as read Refresh Feed settings...

☆ Technorati Search results for, posts about: iphone 4 » 2:48 PM (36 minutes ago)

iPhone 4 Glass Breaking at Alarming Rate, But There's a Catch

Mashable! — Authority 887

controversy crosshairs, this time behind claims that iPhone 4 glass is 82% more likely to shatter than the glass on the iPhone [...] 3GS. The report comes from independent warranty provider SquareTrade, which claims: "iPhone 4 owners reported 82 [...] % more damaged screens in the first 4 months compared to iPhone 3GS owners." "Overall, the reported accident rate for iPhone

Apples iPhone 4 more susceptible to damage than predecessor

AppleInsider — Authority 779

replaces. After reviewing the accident claim rate for over 20,000 iPhone 4 warranty owners and comparing it to the iPhone 3GS [...] claim rate from which a similar-sized data pool exists, the firms data showed that iPhone 4 owners are reporting accidents [...] 68% more frequently than iPhone 3GS owners. More specifically, 4.7% of iPhone 4 owners reported an accident in the

iPhone 4 Cracked Glass Cases Almost Double the iPhone 3GS [iphone 4]

Previous item Next item 1 item



3. Blog comments—backtype.com

Backtype provides blog comments monitoring service. It lets you find, follow, and share comments from across the Web. If you only track posts, you will miss out comments on you on a series of blogs. This is where Backtype can help when it comes to monitoring.

So how can you use Backtype?

There are some blogs that you should be reading and follow diligently in your topic area. You can discover influencers who are commenting on these blogs and establish a list of key influencers. Then you can follow their comments from blog to blog and leave your own comment after theirs. This way, you can help build your brand because you may be perceived to have some association with them. Also, whenever you write a comment with a link to your Web site, BackType attributes it to you. You can therefore remind yourself where you commented and continue conversations that you started previously when you have time.

Step 1

Sign up for an account in Backtype.com.

Step 2

Upon login, you will see the dashboard below. Click on 'Setup Alerts' to receive updates on your search query.

The screenshot shows the Backtype.com dashboard. At the top, there is a navigation bar with links for 'Company', 'Jobs', 'Labs', 'Dashboard', 'Help', and 'Logout'. Below this is a large blue header with the 'backtype' logo and a search bar that says 'Enter a URL to see its social impact' with an 'Analyze' button. The main content area has two tabs: 'Dashboard' and 'Account'. Under the 'Dashboard' tab, there is a list of two items: '1. Setup Alerts' and '2. Use Our API'. The 'Setup Alerts' item is highlighted with a red box, and a red arrow points to it with the text 'Click here to receive alerts on your search query'. To the right of the list, there is a section for 'backtypecom' with a 'View Dashboard or Logout' link. Below that, there is a section for 'Want Twitter account analytics?' with a 'Sign in with Twitter' button. At the bottom, there is a footer with links for 'Company', 'About', 'Jobs', 'Labs', 'General', 'Developers', 'Plugins', 'Privacy', and 'Terms of Service'. The copyright notice '© 2010 BackType, Inc. All Rights Reserved.' is also present.

Company Jobs Labs Dashboard Help Logout

backtype

Enter a URL to see its social impact Analyze

Dashboard Account

1. Setup Alerts - receive e-mail updates for keywords mentioned in comments

2. Use Our API - leverage our technology in your application

Click here to receive alerts on your search query

backtypecom View Dashboard or Logout

Want Twitter account analytics? Sign in with Twitter

Company About Jobs Labs General Developers Plugins Privacy

© 2010 BackType, Inc. All Rights Reserved.

Step 3

You can 'create an alert' by keying in your search terms and how often you wish to receive the updates.

Then click on ' Create Alert' button.

The screenshot displays the BackType Alerts interface. At the top, the 'backtype' logo is on the left, and a search bar with the placeholder 'Enter a URL to see its social impact' and an 'Analyze' button is on the right. Below the header, the 'Alerts' tab is selected. A yellow message box states: 'We're sorry – we did not find any comments that matched your search'. The main content area features a heading: 'BackType Alerts sends you e-mail updates whenever a search term is mentioned in a comment'. Below this, a paragraph explains: 'Receive updates as they happen or in daily or weekly digests. You can also monitor alerts from your [Dashboard](#). BackType is the only tool that will find mentions in comments.' A bulleted list at the bottom outlines the benefits: 'Monitor your personal and corporate brand and where people are mentioning you, your products and services', 'Monitor topics that interest you so you can participate in conversations that are taking place', and 'Keep up-to-date on your industry and competitors'. On the right side, the 'backtypecom' user profile is shown with links to 'View Dashboard' and 'Logout'. A red box highlights the 'CREATE AN ALERT' form, which includes a 'Search terms' input field containing 'iphone', and a 'How often' dropdown menu with options: 'Once a day' (selected), 'As they arrive', 'Once a week', and 'Never (Dashboard only)'. A 'FOLLOWING' button is located at the bottom of the form.

backtype

Enter a URL to see its social impact

Analyze

Alerts

backtypecom
[View Dashboard](#) or [Logout](#)

We're sorry – we did not find any comments that matched your search

BackType Alerts sends you e-mail updates whenever a search term is mentioned in a comment

Receive updates as they happen or in daily or weekly digests. You can also monitor alerts from your [Dashboard](#). BackType is the only tool that will find mentions in comments.

- Monitor your personal and corporate brand and where people are mentioning you, your products and services
- Monitor topics that interest you so you can participate in conversations that are taking place
- Keep up-to-date on your industry and competitors

CREATE AN ALERT

Search terms

iphone

How often

Once a day

Once a day

As they arrive

Once a week

Never (Dashboard only)

FOLLOWING

Step 4

This is what you will see:

backtype

Analyze

Alerts

Displaying 1 – 25 of 500+ comments: Show All

Lucian D on [Why Apple can't beat Android](#)

4 minutes ago VB

[...] didn't get his point: Apple is capitalizing on **iPhone** big time, which gives it a HUGE advantage [...] 7 is also coming to lots of OEMs. Add **iPhone** on Verizon to the mix. Now spice it [...] all about profits and Google can only dream of Apple's profits from the **iPhone**.

[Reply](#) [Original](#) [Permalink](#)

[Fake](#) [Spam](#)

chris on [iPhone 4 – what it doesn't do](#)

12 minutes ago

This morning the radio host that I listen to each morning was late to work. Seems the **iphone** alarm he uses to wake up to was not synced with clocks for daylight savings...bad **iphone** bad. (okay Apple what's your excuse for this oversight)

[Reply](#) [Original](#) [Permalink](#)

[Fake](#) [Spam](#)

chris on [iPhone 4 – what it doesn't do](#)

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This morning the radio host that I listen to each morning was late to work. Seems the **iphone** alarm he uses to wake up to was not synced with clocks for daylight savings...bad **iphone** bad. (okay Apple what's your excuse for this oversight)


[Reply](#) [Original](#) [Permalink](#)

[Fake](#) [Spam](#)

artrepro on [Telonu: Another Place To Write About How Much You Hate Your Job](#)

13 minutes ago TC

I was very pleased to find this site.I wanted to thank you for this great read!! I definitely enjoying every little bit of it and I

**backtypecom**
[View Dashboard](#) or [Logout](#)

CREATE AN ALERT

Search terms

How often
Once a day

Create Alert

FOLLOWING

iphone
Once a day
[Remove](#)

ormganic
As they arrive
[Remove](#)



4. Discussion boards—boardtracker.com

Forums and discussion or message boards are another channel where people can gather in a community and talk about you or your company. Do not disregard discussion boards because they can be influential in swaying prospective customers' views especially if they have very active communities.

So how can you use BoardTracker?

You can use BoardTracker to get instant alerts from threads citing your business name. Simply find all boards that are related to your business subject matter and join the top 5, based on the amount of conversations, the volume of registered users and the web traffic information which you can get from Alexa.com. Once you have identified the communities, join them and contribute by starting threads. Always leave your name and company URL at the end of each post.

Step 1

Visit www.boardtracker.com to track discussion forums related to your search terms.

Click 'Signup' to receive alerts on your search terms (see arrow on the image below).
Submit your name and email address to receive alerts.



Step 2

Under the 'My Alerts' tab, you can key in the search term you wish to subscribe.
Click on 'Add Alert' (see arrow)



Step 3

After you click ' Add Alert', you will see the following page below: It is under the 'Set up' tab.

Indicate the word you wish to search for under 'Query' and indicate your subscription preference such as the format you wish to receive and the frequencies.

Under My alert,

OP s only: you can search for the search term made by the 'Original Posters (OP s)' who is the person who started the post

Ops and replies: you can search for your search term made by the Original Poster as well as the replies made by other people with regard to the post

Thread 1st Match- You can only search for your search term on post o



BoardTracker

V.2010 Discussion Search

[Home](#)[Search](#)[My Alerts](#)[Browse](#)[Setup](#)[About](#)[Logout](#)[Account](#)[Categories](#)[Alerts](#)[Preferences](#)

(Alerts settings)

Alert #1

Query

All words ▾

[\[Help\]](#)

Send via

Email (HTML) ▾

Send

Immediately ▾

Alert on

OPs & replies ▾

OPs only

Alert #2

Query

All words ▾

Send via

Email (HTML) ▾

Send

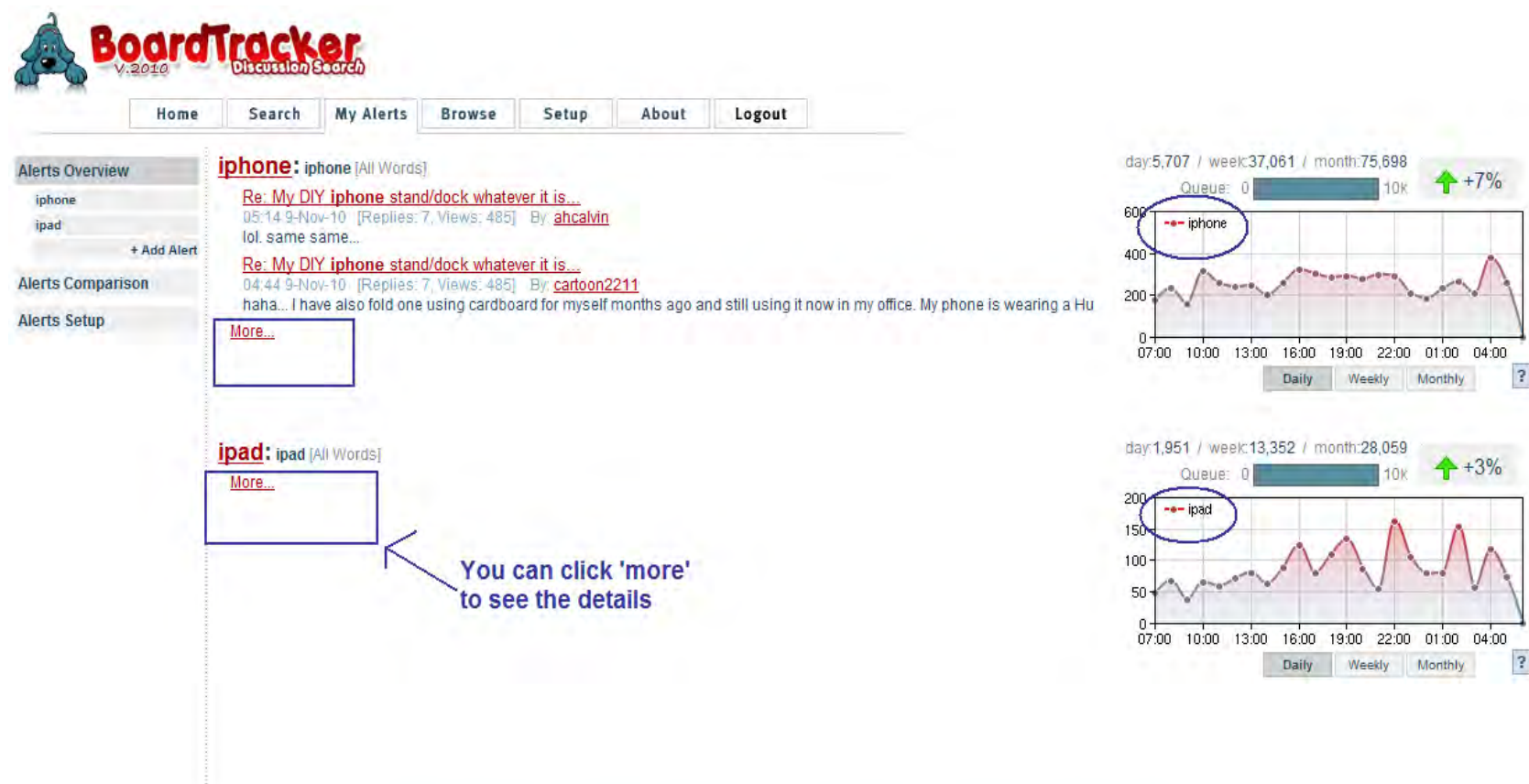
Immediately ▾

Alert on

OPs & replies ▾

Step 4

Click on ' My Alerts' tab and click on ' Alerts Overview' to see the search query, you will see the following:



Step 5

To make changes to your search term in 'My Alerts', click on 'Alert Setup'

BoardTracker
V.2.010 Discussion Search

Home Search **My Alerts** Browse Setup About Logout

Alerts Overview
iphone
ipad
+ Add Alert

Alerts Comparison
Alerts Setup

iphone: iphone [All Words]
[Re: My DIY iphone stand/dock whatever it is...](#)
05:14 9-Nov-10 [Replies: 7, Views: 485] By [ahcalvin](#)
lol. same same...
[Re: My DIY iphone stand/dock whatever it is...](#)
04:44 9-Nov-10 [Replies: 7, Views: 485] By [cartoon2211](#)
haha... I have also fold one using cardboard for myself months ago and still using it now in my office. My phone is wearing a Hu
[More...](#)

ipad: ipad [All Words]
[More...](#)

day:5,707 / week:37,061 / month:75,698
Queue: 0 10K ↑ +7%

iphone

day:1,951 / week:13,352 / month:28,059
Queue: 0 10K ↑ +3%

ipad

[Board owners portal](#) | [BoardTracker Forums](#) | [Signup Free](#) | [Search plugin](#) | [Add your board](#) | [About us](#) | [Contact us](#)
© [Pidgin Technologies Ltd.](#) 2009

Internet | Protected Mode: On 100%



5. Twitter—search.twitter.com

Twitter is a microblogging service, hosting over 175 million people at the time of this writing. Twitter messages (tweets) that launch attacks on you or your company name can spread like a virus. Hence, you need to monitor Twitter closely.

So how can you use Twitter?

Using Twitter search, you can locate any instances of your name or your company name and tweet back (or you can choose to remain silent). When you see tweets with your name or your company name attached to them, you should use the "@" sign and the tweeter's account name (e.g., @allensays) to respond accordingly. By taking an active role in responding, you start to build brand recognition and your audience feels that you care and are actively listening.

Step 1

Visit: <http://search.twitter.com>



See what's happening — *right now*.

iphone

[Advanced Search](#)

Search

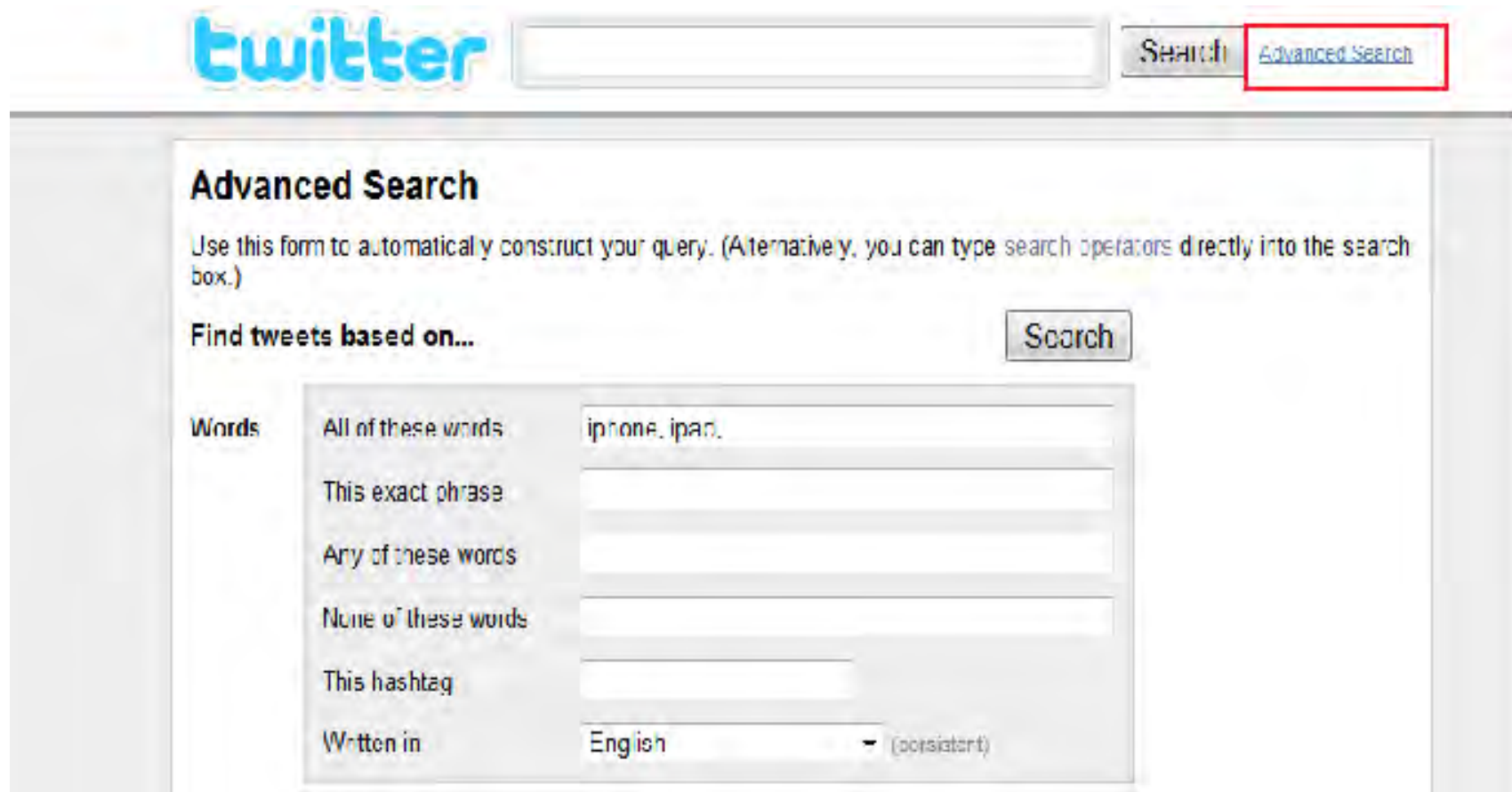
Trending topics: [#psvfey](#) , [#bigbangcomeback](#) , [#gaga1billion](#) , [Jay Bum](#) ,
[Stoke City](#) , [Tuncay](#) , [Maluquinho](#) , [Brock Lesnar](#) , [Águia](#) , [Mario Been](#)

[Twitter Home](#) - [About Twitter Search](#) - [API](#) - [Jobs](#) - [Install Search Plugin](#)

© 2010 Twitter, Inc.

Step 2

Click on 'Advanced Search' for more details on the search terms.



The screenshot shows the Twitter website's search bar at the top. The Twitter logo is on the left, followed by a search input field. To the right of the input field are two buttons: 'Search' and 'Advanced Search'. The 'Advanced Search' button is highlighted with a red rectangular border. Below the search bar, the 'Advanced Search' page is displayed. It has a title 'Advanced Search' and a subtitle: 'Use this form to automatically construct your query. (Alternatively, you can type search operators directly into the search box.)'. Below this is a section titled 'Find tweets based on...' with a 'Search' button to its right. The main part of the form is a table with search criteria. The first row is 'Words' with a sub-label 'All of these words' and a text input field containing 'iphone, ipad.'. The second row has the sub-label 'This exact phrase' and an empty text input field. The third row has the sub-label 'Any of these words' and an empty text input field. The fourth row has the sub-label 'None of these words' and an empty text input field. The fifth row has the sub-label 'This hashtag' and an empty text input field. The sixth row has the sub-label 'Written in' and a dropdown menu showing 'English' with a '(persistent)' link next to it.

Find tweets based on...	
Words	
All of these words	iphone, ipad.
This exact phrase	
Any of these words	
None of these words	
This hashtag	
Written in	English (persistent)




Step 3

Optional:

Under 'People:' Select the person to receive the updates from.

Under 'Places:' Select the particular location such as the city or country to receive update from.

Under 'Dates:' Indicate the start and end date on the search terms that you are searching for.

People	From this person	<input type="text"/>
	To this person	<input type="text"/>
	Referencing this person	<input type="text"/>
Places	Near this place	<input type="text"/>
	Within this distance	<input type="text" value="15"/>  <input checked="" type="radio"/> miles <input type="radio"/> kilometers
Dates	Since this date	<input type="text"/> 
	Until this date	<input type="text"/> 

Step 4

Select both positive, negative reviews about the search terms. You can also select a question relating to the search term.

Not compulsory to fill up all the information except the 'Search term'.

Attitudes

With positive attitude :) ☐

With negative attitude :(☐

Asking a question ? ☐

Other

Containing links ☐

Include retweets ☐

Results per page (persistent)

Search

Result Page

twitter

iphone

Search

[Advanced Search](#)

Results for **iphone** : (include:retweets 0.46 seconds

IPhayas: Oru **#iphone** coaching undaayirunnu :P RT **@Aashkey**: Spoke to none other than dear **@IPhayas**... :)
23 minutes ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#)

BelieberToast: **@SmilersBelieb** Cool :) I'm just Playing Diner Dash on my **iPhone** :P
about 3 hours ago via *Mobile Web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

GreenDayFanxxx: off to wales tomorro with Kirstie :) wont be tweeting for a week!
:(if i had my mum's **iphone** then I'd be able to, but, i dnt :(oh well! :)
about 3 hours ago via *web* · [Reply](#) · [View Tweet](#)

J_Haywood: "@MarlonMckenzie: Just noticed a sneaky crack on my **iPhone** screen
:(good excuse to get an iPhone4!!!" - Yeah do there good!! :) <3 mine
about 4 hours ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#)

SamLeighD: Goodnight :) **iPhone** is playing games with me so until the Genius Bar addresses its gameplaying antics I will be seeking computer coverage :(
about 4 hours ago via *web* · [Reply](#) · [View Tweet](#)

joycesabenicio: **@otts** Hello Oaty! :) I miss you :-* Wala lang, I was looking at old photos to save here sa **iPhone** ko :(I MITH YEW!!!!
about 5 hours ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

candypinkcj: my poor ivy **iphone** is sick :(hasnt worked since xfactor last nite :(thank goodness 4 larry laptop aka dessy :) i can still tweet! yay! :)x
about 5 hours ago via *web* · [Reply](#) · [View Tweet](#)

umarirshad: **@kaishin** NetNewsWire is paid :(and glad to hear Reeder coming to Mac :) I love the **iPhone** version =)
about 5 hours ago via *Tweetie for Mac* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

[Feed for this query](#)

[Tweet these results](#)

Show tweets written in:
English

Trending topics:

- [#bigbangcomeback](#)
- [Jay Bum](#)
- [#speaknow](#)
- [#wakeywakeyjustin](#)
- [Joe Hart](#)
- [Brock Lesnar](#)
- [Maluquinho](#)
- [Cain Velasquez](#)
- [PSV Eindhoven](#)
- [Walkman](#)

Nifty queries:

- [cool filter links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\)](#)

Step 5

Click on “RSS” icon to receive updates on your search term via your Google homepage or Google Reader.

You will need to have a Google account to see all the updates relating to your search term. You can sign up for any of Google's services for (e.g., Gmail) to obtain a Google account. You will also be able to receive alerts in your Gmail account as well.

Results for **iphone** : (include:retweets 0.46 seconds

IPhayas: Oru **#iphone** coaching undaayirunnu :P RT **@Aashkey**: Spoke to none other than dear **@Phayas...** :)
23 minutes ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#)

BelieberToast: **@SmilersBelieb** Cool :) I'm just Playing Diner Dash on my **iPhone** :P
about 3 hours ago via *Mobile Web* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

GreenDayFanxxx: off to wales tomorro with Kirstie :) wont be tweeting for a week! :(if i had my mum's **iphone** then I'd be able to, but, i dnt :(oh well! :)
about 3 hours ago via *web* · [Reply](#) · [View Tweet](#)

J_Haywood: “**@MarionMckenzie**: Just noticed a sneaky crack on my **iPhone** screen :(good excuse to get an iPhone4!!!!” - Yeah do there good!! :) <3 mine
about 4 hours ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#)

SamLeighD: Goodnight :) **iPhone** is playing games with me so until the Genius Bar addresses its gameplaying antics I will be seeking computer coverage :(
about 4 hours ago via *web* · [Reply](#) · [View Tweet](#)

joycesabenicio: **@otts**, Hello Oaty! :) I miss you :-* Wala lang, I was looking at old photos to save here sa **iPhone** ko :(I MITH YEW!!!!
about 5 hours ago via *Twitter for iPhone* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

candypinkc: my poor ivy **iphone** is sick :(hasnt worked since xfactor last nite :(thank goodness 4 larry laptop aka dessy :) i can still tweet! yay! :)x
about 5 hours ago via *web* · [Reply](#) · [View Tweet](#)

umarirshad: **@kaishin** NetNewsWire is paid :(and glad to hear Reeder coming to Mac :) I love the **iPhone** version =)
about 5 hours ago via *Tweetie for Mac* · [Reply](#) · [View Tweet](#) · [Show Conversation](#)

Feed for this query
Tweet these results

Show tweets written in:
English

Trending topics:

- [#bigbangcomeback](#)
- [Jay Bum](#)
- [#speaknow](#)
- [#wakeywakeyjustin](#)
- [Joe Hart](#)
- [Brock Lesnar](#)
- [Maluquinho](#)
- [Cain Velasquez](#)
- [PSV Eindhoven](#)
- [Walkman](#)

Nifty queries:

- [cool filter links](#)
- ["is down"](#)
- [movie :\)](#)
- ["happy hour" near:SF](#)
- [#haiku](#)
- ["listening to"](#)
- [love OR hate](#)
- [flight :\(](#)



6. FriendFeed—friendfeed.com/search

FriendFeed is a social aggregator which gives you the ability to take all of your social accounts, such as YouTube, Delicious, Twitter, blog, and Flickr, and pull them together into a single (Friend) feed.

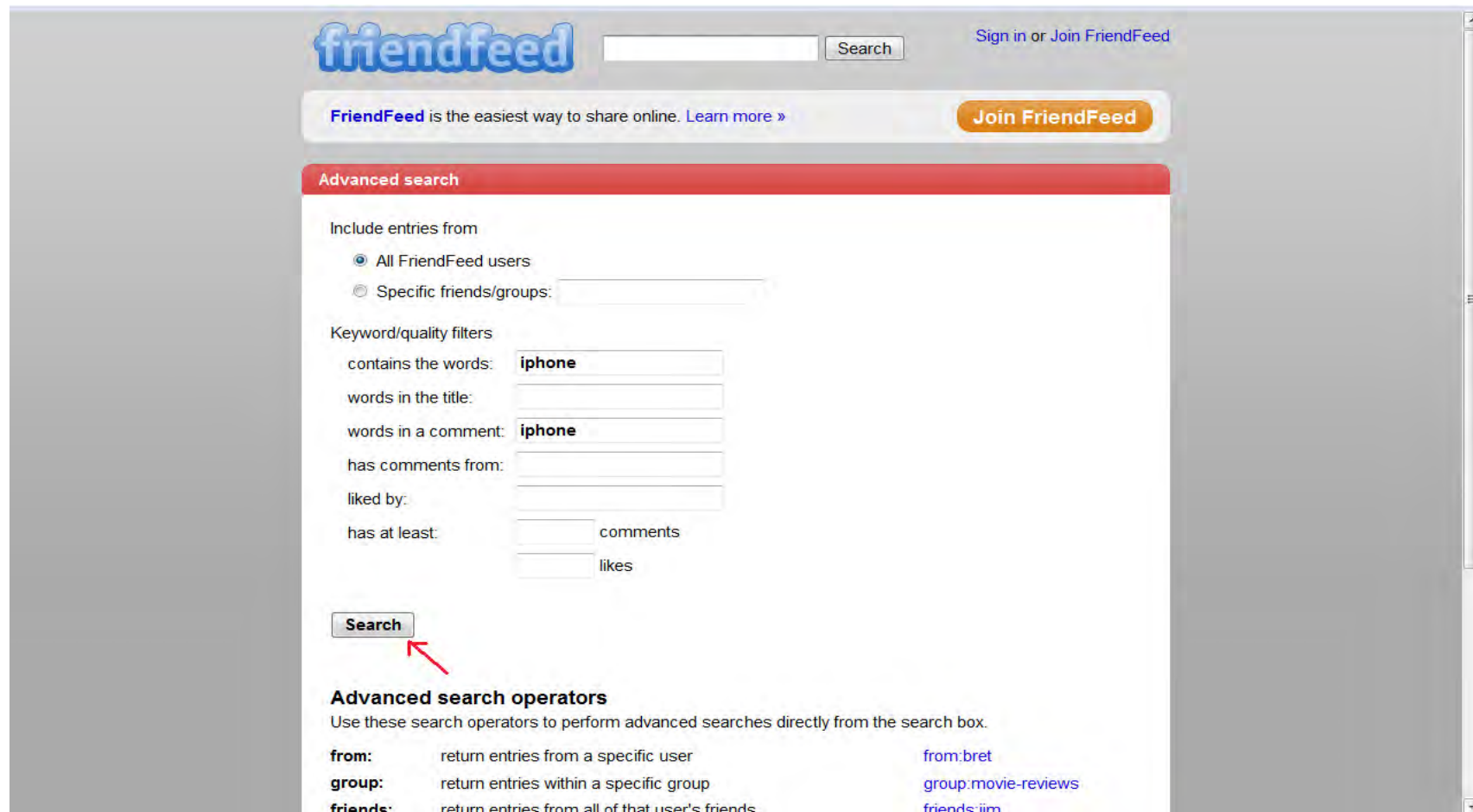
You can conduct searches on your brand throughout all social networks at once using this search engine. Aside from learning about the latest video or tweet related to your topic, you can analyze comments that people make under them.

Grab a FriendFeed widget (friendfeed.com/embed/widget) and display it on your Web site or blog, so people get a sense of your social media activity. Also, as you search and locate people who are talking about your brand on FriendFeed, respond to them through comments.

Visit <http://friendfeed.com/search/advanced>

Step 1

Under keyword, for our example, we use 'iphone' and under words in the comments, key in 'iphone' to get updates on the search query.



friendfeed Search [Sign in or Join FriendFeed](#)

FriendFeed is the easiest way to share online. [Learn more »](#) [Join FriendFeed](#)

Advanced search

Include entries from

- ☒ All FriendFeed users
- ☐ Specific friends/groups:

Keyword/quality filters

contains the words:

words in the title:

words in a comment:

has comments from:

liked by:

has at least: comments
 likes

[Search](#)

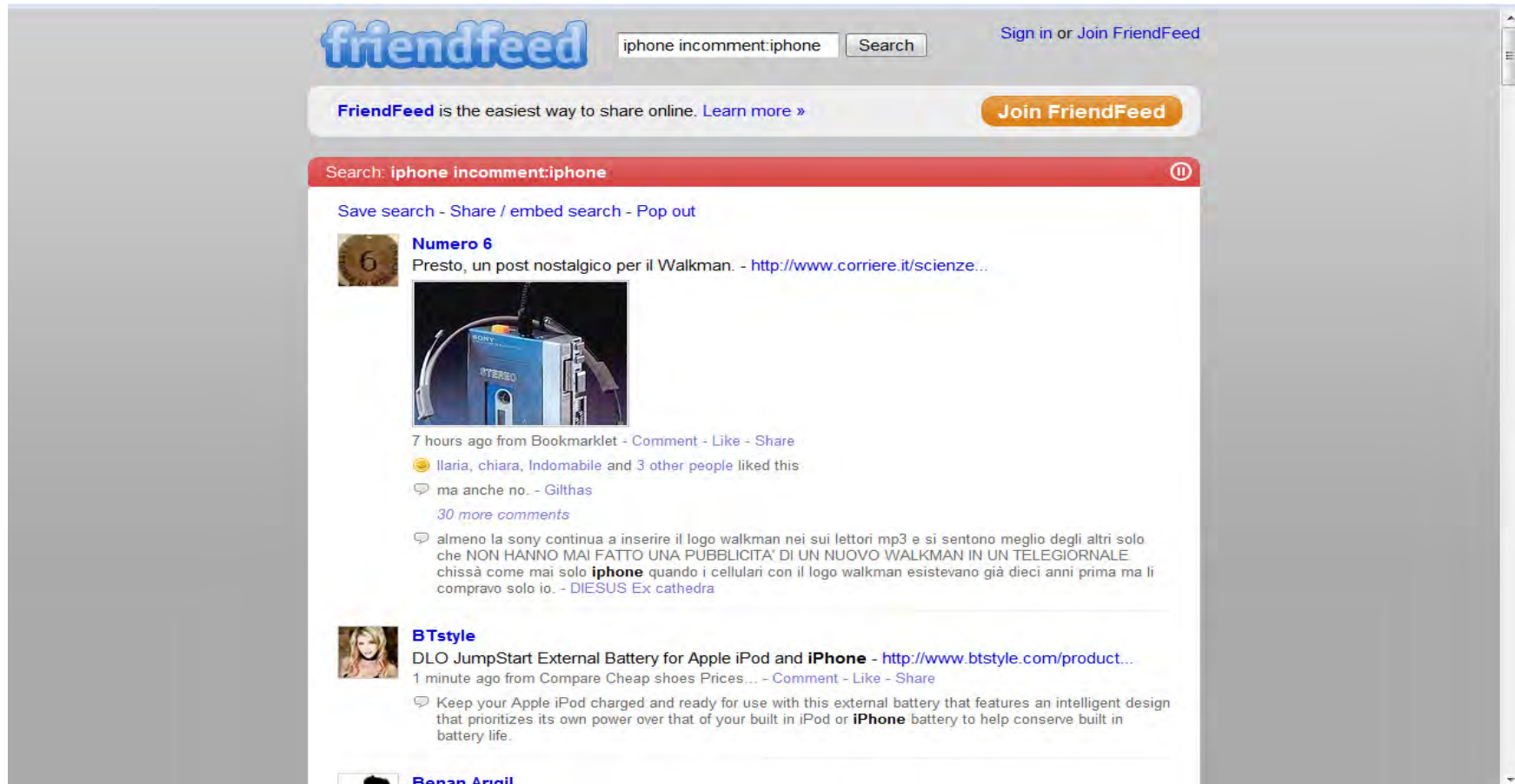
Advanced search operators

Use these search operators to perform advanced searches directly from the search box.

from:	return entries from a specific user	from:bret
group:	return entries within a specific group	group:movie-reviews
friends:	return entries from all of that user's friends	friends:iim

Step 2


View results of the search enquiry.




The screenshot shows the FriendFeed website interface. At the top, the 'friendfeed' logo is on the left, a search bar with the text 'iphone incomment:iphone' and a 'Search' button is in the center, and a link to 'Sign in or Join FriendFeed' is on the right. Below the header, a banner states 'FriendFeed is the easiest way to share online. Learn more »' with a 'Join FriendFeed' button. The main content area has a red header bar with the search query 'Search: iphone incomment:iphone' and a pause icon. Below this, there are links for 'Save search', 'Share / embed search', and 'Pop out'. The first search result is from a user named 'Numero 6', posted '7 hours ago from Bookmarklet'. It includes a small image of a blue Sony Walkman MP3 player and a link to a news article about Sony's logo on MP3 players. The second result is from 'BTstyle', posted '1 minute ago from Compare Cheap shoes Prices...', featuring a link to an external battery for Apple iPod and iPhone. At the bottom, a third user 'Benan Aricil' is partially visible.


friendfeed [Sign in or Join FriendFeed](#)

FriendFeed is the easiest way to share online. [Learn more »](#)

Search: **iphone incomment:iphone** 

[Save search](#) - [Share / embed search](#) - [Pop out](#)

 **Numero 6**
Presto, un post nostalgico per il Walkman. - <http://www.corriere.it/scienze...>




7 hours ago from Bookmarklet - [Comment](#) - [Like](#) - [Share](#)

😊 Ilaria, chiara, Indomabile and 3 other people liked this

💬 ma anche no. - [Gilthas](#)


[30 more comments](#)

💬 almeno la sony continua a inserire il logo walkman nei suoi lettori mp3 e si sentono meglio degli altri solo che NON HANNO MAI FATTO UNA PUBBLICITA' DI UN NUOVO WALKMAN IN UN TELEGIORNALE chissà come mai solo **iphone** quando i cellulari con il logo walkman esistevano già dieci anni prima ma li compravo solo io. - [DIESUS Ex cathedra](#)

 **BTstyle**
DLO JumpStart External Battery for Apple iPod and **iPhone** - <http://www.btstyle.com/product...>

1 minute ago from Compare Cheap shoes Prices... - [Comment](#) - [Like](#) - [Share](#)

💬 Keep your Apple iPod charged and ready for use with this external battery that features an intelligent design that prioritizes its own power over that of your built in iPod or **iPhone** battery to help conserve built in battery life.

 **Benan Aricil**

Step 3

Click on the RSS icon to receive updates on search query.


THE NEW BANK


Store e avrà quotazioni push, book a 5 livelli e le news principali

Redazione Websim

Finecobank ha messo a punto la nuova applicazione per iPhone che consente ai suoi correntisti di gestire e tenere sotto controllo [...]


1 hour ago - [Comment](#) - [Like](#) - [Share](#)

 <*DJZUC*> @, [cecca アンドレア](#) and [paolo landi](#) liked this





Finecobank ha messo a punto la nuova applicazione per **iPhone** che consente ai suoi correntisti di gestire e tenere sotto controllo i movimenti del conto corrente, i propri investimenti e l'andamento di tutti i principali mercati mondiali. Lo annuncia con un comunicato la società, prima banca diretta in Italia e primo broker online in Europa. Attraverso un'interfaccia multitouch, semplice e innovativa, saranno disponibili i seguenti servizi di conto corrente: - Saldo e movimenti del conto in Euro e in valuta - Grafico in tempo reale del patrimonio totale - Ultime operazioni, spesa mensile e disponibilità residua delle carte di credito - Bonifici: disposizione e consultazione La nuova applicazione di Fineco non si limita ai servizi di banking, ma porta sull'**iPhone** l'intera gamma dei servizi e prodotti. E' possibile, per esempio, investire e fare trading su tutti i mercati mondiali. In particolare: - Azioni e Etf dei mercati Italia, USA e Europa - Tutti i principali Futures mondiali dei... [more...](#) - [Maxime](#)


[2 more comments](#)



speriamo che esca presto, mi farebbe comodo (non per il trading, ma per il conto...) - [cecca アンドレア](#)

[Older items »](#)


Other ways to read this feed:  



©2010 FriendFeed - [English](#) - [About](#) - [Tools & Widgets](#) - [Blog](#) - [API](#) - [Help](#) - [Privacy](#) - [Terms](#)

Step 4


Select 'Google' to receive updates. Sign up for a Google account to view the news alert. You can sign up for the account via Gmail (www.gmail.com).


 Subscribe to this feed using Google
☐ Always use Google to subscribe to feeds.
[Subscribe Now](#)


FriendFeed - search


[Cem Batu: Paralel evrene gittim. gelicem.](#)
Monday, October 25, 2010 3:51 PM

[Cem Batu](#)
Paralel evrene gittim, gelicem.
7 hours ago from [Twitter](#) - [Comment](#) - [Like](#)

 [♥ Tuğçe Özel ♥](#), [emeliko](#), [TaylanTugut™](#) and [Selcuk bektas](#) liked this


 [Selam söyle :\) - Selcuk bektas](#)
[10 more comments](#)

 Ben birazdan -1' e ineceğim. Bilgisini vereyim ki vermedi deme:) - [Muammer Okumuş](#)

 ama bu benim repliğim :) - [♥ Tuğçe Özel ♥](#)


[\(unknown\): Open Blu-ray Ripper v1.70 Build 434](#)
Monday, October 25, 2010 9:26 PM

[\(unknown\)](#)
Open Blu-ray Ripper v1.70 Build 434 - <http://skachat-besplatno.net.ru/soft...>
2 hours ago from [Скачать бесплатно без...](#) - [Comment](#) - [Like](#)

 Open Blu-ray Ripper нужна программа для тех, кто любит смотреть качественные фильмы на портативных устройствах таких как: iPad, Ipod, iPhone, AppleTV, PSP, PS3, Xbox360, Zune, мобильные телефоны, GPhone, смартфоны, PMP, Pocket PC, PDA и т.д. Используя новые передовые технологии HST™ процесс конвертирования займет совсем немного времени, и уже скоро вы сможете насладиться просмотром фильма на своем любимом портативном устройстве. - [\(unknown\)](#)

[Numero 6: Presto. un post nostalgico per il Walkman.](#)
Monday, October 25, 2010 3:40 PM

[Numero 6](#)
Presto, un post nostalgico per il Walkman. - <http://www.corriere.it/scienze...>



Step 5

To view the updates, you can select 'Google Homepage' or 'Google iReader'.



FriendFeed - search

<http://friendfeed.com/search?q=iphone+incomment%3Aiphone&format=atom>

Google offers two different ways to keep up-to-date with your favorite sites:

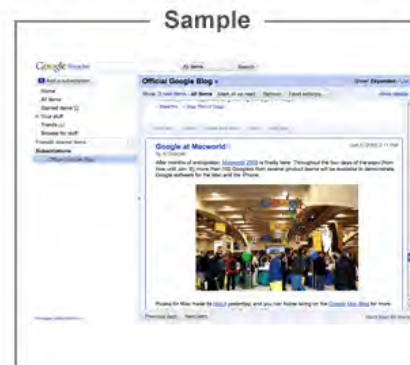
Your **Google homepage** brings together Google functionality and content from across the web, on a single page.

Add to Google homepage



or

Add to Google Reader



If you select to view the updates of the search query via Google Homepage, this is what you will see:

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) [@gmail.com](#) [Classic Home](#) [Settings](#) [Help](#) [Sign out](#)

iGoogle [Advanced Search](#) [Language Tools](#)

Show this page every time I start to browse the web. [Make iGoogle my homepage](#) ☐ [Change theme from Classic](#) | [Add stuff](#)

Home

- YouTube
- Date & Time
- Weather
- Gmail (5)
- CNN.com
- Wired Top Stories
- CNET News.com
- FriendFeed - search

Updates


Friends

Chat

FriendFeed - search


- [Jay Niemann: VLC now available for iPhone, iPod touch](#)
- [Valle aka elleX: Quando arrivi al punto di installare l'app di H&M sul tuo iPhone perché LEI \(blackberriana convinta\) lo vuole sei proprio alla frutta \(oppure è vero amore\)](#)
- [Benan Angil: iSlash 2 günde toplam 450.000 adet indirildi !!!](#)

Date & Time

 **Mon OCT 25**

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Weather

 Get weather forecasts for your hometown and favorite places around the globe.

Enter your ZIP code (US only):

CNN.com

- [Haiti cholera can be contained, aid workers hope](#)
It should be possible to keep an outbreak of cholera out of Haiti's capital, but the potentially deadly disease remains a major risk, an...
- [Afghan president got cash from Iran](#)
- ['Hiccup Girl' charged in Florida slaying](#)

CNET News.com

- [Goodbye Walkman, thanks for the iPod](#)
- [3D cell phone](#)
- [IEEE tackles grid storage standards, carbon reductions](#)

Wired Top Stories

- [What's Inside Doritos Late-Night Cheeseburger Chips](#)


YouTube

Allow this gadget to:

- ☒ Know who I am and see my [Friends](#) group.
- ☒ Post my activities to Updates.

[Learn more](#)

Today's Spotlight Videos



[Voice On The Line](#)
6:47 ★★★★★

[More Videos](#) [Share this gadget with your friends](#)

If you select Google Reader, this is what you will see:



Have trouble keeping up with the sites you visit?

Read them in one place with Google Reader, where keeping up with your favorite websites is as easy as checking your email.



Stay up to date

Google Reader constantly checks your favorite news sites and blogs for new content.

Share with your friends

Use Google Reader's built-in public page to easily share interesting items with your friends and family.

Use it anywhere, for free

Google Reader is totally free and works in most modern browsers, without any software to install.

[Take a tour »](#)

Sign in with your
Google Account

Email:

or pat@example.com

Password:

☐ Stay signed in

[Can't access your account?](#)

Note: you will need to login to Google account first.

After signing in, you will be able to view the updates via the Google Reader (see image below).

The screenshot displays the Google Reader web application. At the top, there are navigation links for Gmail, Calendar, Documents, Reader, Web, and more. The user's email address is visible in the top right corner, along with links for Settings, Help, and Sign out. The main header features the Google Reader logo, a search bar, and a dropdown menu for 'All items'. On the left sidebar, there are sections for 'Add a subscription', 'Home', 'All items (1000+)', 'Starred items', 'Your stuff', 'Shared items', 'Notes', 'Trends', 'Browse for stuff', 'People you follow', a notification about searching for people, 'Explore' with recommended items and sources, and 'Subscriptions' with a highlighted 'FriendFeed - search (1000+)'. The main content area is titled 'FriendFeed - search' and shows a list of items. A yellow banner at the top of the feed explains that items are automatically marked as read when scrolled down in the 'Expanded' view. The first item is titled 'Rocketfish Mobile Case for Apple iPhone 4 Blue' by BTstyle, posted 5 minutes ago. The second item is titled 'SEO Enterprise: UNLOCK IPHONE 4 ? THIS IS HOW YOU CAN GET A FREE IPHONE' by SEO Enterprise, posted 4 minutes ago. The third item is titled 'Noticias de Portugal: Quatro erros clássicos no desenvolvido para iPhone e iPad'. Each item includes a profile picture, a title, a link to the source, a timestamp, and a brief description. At the bottom of the feed, there are buttons for 'Previous item' and 'Next item', and a note that there are 'more than 20 items'.

Google reader

Home

All items (1000+)

Starred items

Your stuff

Shared items

Notes

Trends

Browse for stuff

People you follow

You can now search for people sharing publicly in Reader. [Search for some people](#)

Sharing settings

Explore

Recommended items

Recommended sources

View all recommendations

Subscriptions

FriendFeed - search (1000+)

FriendFeed - search

Show: 1000+ new items - all items

Mark all as read

Refresh

Feed settings...

show details

As you view items in your reading list, they will be automatically marked as read as you scroll down (when in the "Expanded" view). If you'd prefer to disable this feature, you can turn it off in [Settings](#). [Dismiss](#)

Rocketfish Mobile Case for Apple iPhone 4 Blue

2:35 AM (13 hours ago)

BTstyle

Rocketfish Mobile Case for Apple iPhone 4 Blue - <http://www.btstyle.com/product...>

5 minutes ago from Compare Cheap shoes Prices... - [Comment](#) - [Like](#)

This soft gel case protects your iPhone 4 against accidental scratches and bumps while conveniently allowing access to keys and open ports - Wesley Burgen

Add star Like Share Share with note Email Keep unread Add tags

SEO Enterprise: UNLOCK IPHONE 4 ? THIS IS HOW YOU CAN GET A FREE IPHONE

2:35 AM (13 hours ago)

SEO Enterprise

UNLOCK IPHONE 4 ? THIS IS HOW YOU CAN GET A FREE IPHONE - <http://www.topfeedsnews.com/2010...>

4 minutes ago from Top Feeds News - [Comment](#) - [Like](#)

Unlock iPhone 4 - this is how we can get the giveaway iPhone Free Online Articles Directory Why Submit Articles? Top Authors Top Articles FAQ AB Answers Publish Article 0 && \$ browser msie) (var ie_version = parseInt(\$ browser.version); if(ie_version < 6) Hello Guest Login Login via Register Hello My Home Sign Out Email Password Remember me? Last Password? [...] - SEO Enterprise

Add star Like Share Share with note Email Keep unread Add tags

Noticias de Portugal: Quatro erros clássicos no desenvolvido para iPhone e iPad

2:35 AM (13 hours ago)

Previous item

Next item

more than 20 items

So what exactly do you plan to monitor on the web with all six of these free tools?

It depends on your goals.

For example, is it to measure the success of your new viral marketing campaign?

Or is it to find out how consumers perceive your new service/product?

Here are some areas you may want to start monitoring:

- Your name
- Your business/company name
- Your product brands
- Popular company employees
- Your trademarks and patents
- Competitors
- Campaigns
- Current employees
- Ex-employees
- Future hires
- Industry trends
- Business partners
- Unhappy clients or customers
- Influencers
- Critics
- Bloggers
- Journalists
- etc

Once you understand the power that consumers have today with the Internet, you will be wise enough to monitor your business' reputation as well as devise strategy to deal with cases where your business' name gets tarnished.

While this practical report does not serve to be an all-inclusive manual on the subject, hopefully it will arm you with enough advice to at least steer you in the right direction.

A word of warning.... if you aren't taking care of your online reputation, others will.

It's time to find out what people are saying—and do something about it. Marketing to your target market becomes seamless after you've done your homework using these tools.

While these are great resources, however, most local businesses are often small and do not have the staff resources to utilize these tools effectively, track their reputation as well as to effectively respond when necessary.

If this describes you, then do get in touch with us. Let us do the online monitoring for you and free you from all these time consuming and tedious work while you focus on growing your business.

Do not take your chance because online reputation management is necessary. Though tedious, monitoring can save you from a potential disaster when someone cites your name in a blog post that misrepresents you. Besides, it can also help you proactively join conversations around your topic area and get your business name out there.

Part of your brand is in the hands of others, so it's critical that you monitor it. Contact us today!

Know thy self, know thy enemy. A thousand battles, a thousand victories.

Sun Tzu

When did you want to start capitalizing on a great online reputation?

As you see, you can do this yourself.

How can we help you?

Mike Schleif

MDS Resource

<http://mdsresource.net>

<http://linkedin.com/in/schleif>

<http://facebook.com/MDSResource>

<http://twitter.com/#!/MikeSchleif>

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