

## MODULE 5 – REPUTATION MANAGEMENT

### Google Alerts

#### » Monitor Your Reputation 24/7!

One of the most important elements to having an effective online presence for your practice is always being aware of what's being said about you on the web - getting this information in a timely fashion will help you protect the image and reputation you've worked so hard to establish. This module is designed to help you strategically set up Google Alerts in order to keep your ear to the ground and readily know what the marketplace is saying about you.

#### » What are Google Alerts?

'Google Alerts' is a free tool that allows you to monitor the online use of any word or term that you specify. Whenever that word or term appears in the Google search engine, you will automatically receive an email with a link to the original source. This allows you to instantly know when your personal name, practice name, or any other piece of relevant important information is cited online.

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#### » Setting up Google Alerts

- 1.) The first step in configuring your Google Alerts is to go to the **sign up page**: <http://www.google.com/alerts>. This will bring you to a form where you can enter the data that you wish to use in your search.
- 2.) You'll want to **set up** several alerts in the search query field that will help you manage your online presence. These should include the following:
  1. Practice Name without quotation marks (i.e., ABC Veterinary Hospital). By not using quotation marks, you'll receive broader results. If later you feel the results are not accurate or specific enough, you can modify your entry to include them ("...") in order to return results that include only the words contained within the quotation marks.
  2. Your veterinarians' names without quotation marks.

3. Add the following terms exactly as seen here:  
link:www.yourpracticename.com (be sure this is precisely your website address)  
Including this allows you to monitor who is linking back to your website.

3.) For “**Result Type**,” choose “everything.”

4.) For “**How Often**,” you have the choice of receiving results as they happen, once a day, or once a week. We recommend setting this to once a week, so as not to overload your inbox.

5.) Once you’ve created the Alert, you’ll need to verify that you own the **email address** you provided to complete the process.

Once you’ve followed these steps you will have successfully set up your Google Alerts and can begin monitoring what’s being said about you, your practice and your staff. You can now use this tool to:

- Instantly be notified of any mentions of your practice or personal name
- Learn of any new reviews created about your practice
- Learn what websites are linking back to yours
- Discover hot topics you can use for future content ideas

Google Alerts is another valuable tool to have in your arsenal of marketing strategies. By following the strategic configuration outlined above you will save much time and effort in the quest for monitoring your online presence and ensuring the positive trajectory of your client engagement

### Questions?

Please feel free to email:  
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