



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

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



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



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

A screenshot of the Google homepage from 2010. The top navigation bar includes links for 'Web', 'Images', 'Videos', 'Maps', 'News', 'Shopping', 'Gmail', and 'more'. The 'more' dropdown menu is open, showing a list of services: Books, Finance, Translate, Scholar, Blogs, Updates, YouTube, Calendar, Photos, Documents, Reader, Sites, and Groups. The 'even more >>' link at the bottom of the dropdown is highlighted. The main search area features the 'Google' logo, a search input field, and buttons for 'Google Search' and 'I'm Feeling Lucky'. Links for 'Advanced search' and 'Language tools' are also visible. At the bottom, there are links for 'Advertising Programs', 'Business Solutions', 'About Google', and 'Go to Google Singapore', along with a copyright notice '© 2010 - Privacy'. A 'Change background image' link is present in the bottom left corner of the overall image.

[Change background image](#)

Step 3: Select "Alerts".



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

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](#)

Google alerts
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](#)

© 2010 Google



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](#)

Google alerts
beta

Search terms: [Preview results](#)

Type:

How often:

Volume:

Your email:

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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 6

After signing in to Google alerts with your Google account:

The screenshot shows the Google Alerts interface. At the top right, there is a user profile section with '@gmail.com | Settings | FAQ'. Below this is the 'Google alerts' logo and a 'Manage your alerts' button. The main section is titled 'Your Google Alerts' and includes a link to 'Switch to text emails | E'. A table lists the alerts, with one entry for 'iphone'. The table has columns for 'Search terms', 'Type', 'How often', 'Volume', and 'Deliver to'. Below the table is a 'Delete' button. At the bottom, there are links for 'Google Alerts Help - Terms of Use - Privacy Policy - Google Home' and a copyright notice '© 2010 Google'.

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

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



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

Gmail by Google

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 ▾

putien group

Search, add, or invite

Invite a friend

Give Gmail to:

Send Invite 50 left

[Preview Invite](#)

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

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](#)

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Step 7

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



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

Compose mail

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

putien group
Search, add, or invite

Invite a friend
Give Gmail to:
Send Invite 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](#) Archive Report spam Delete Move to Labels More actions 1 of 1

Google Alert - iphone Inbox | X

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

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.

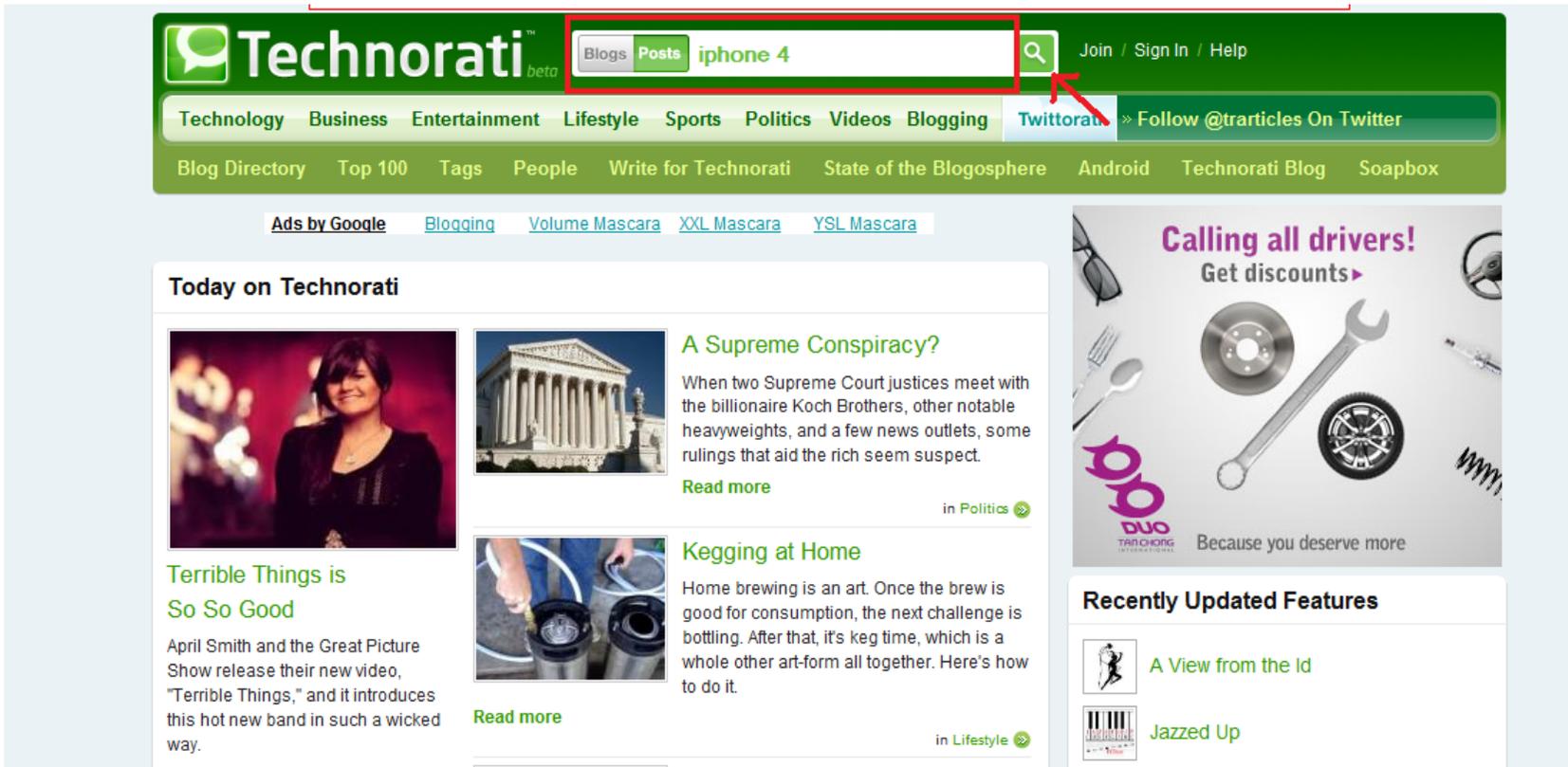
So how can you use Technorati?

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 with the Technorati logo and a search bar containing the text "Blogs Posts iphone 4". A magnifying glass icon is located to the right of the search bar, and a red arrow points to it. Below the search bar, there are navigation links for "Technology", "Business", "Entertainment", "Lifestyle", "Sports", "Politics", "Videos", "Blogging", and "Twitterati". A "Join / Sign In / Help" link is also present. Below the navigation bar, there are several article previews under the heading "Today on Technorati". The first article is "A Supreme Conspiracy?" with a thumbnail of the Supreme Court building. The second article is "Kegging at Home" with a thumbnail of a hand pouring beer into a keg. The third article is "Terrible Things is So So Good" with a thumbnail of a woman. To the right of the article previews, there is an advertisement for "DUO" car parts with the text "Calling all drivers! Get discounts" and "Because you deserve more". Below the advertisement, there is a section titled "Recently Updated Features" with two items: "A View from the Id" and "Jazzed Up".

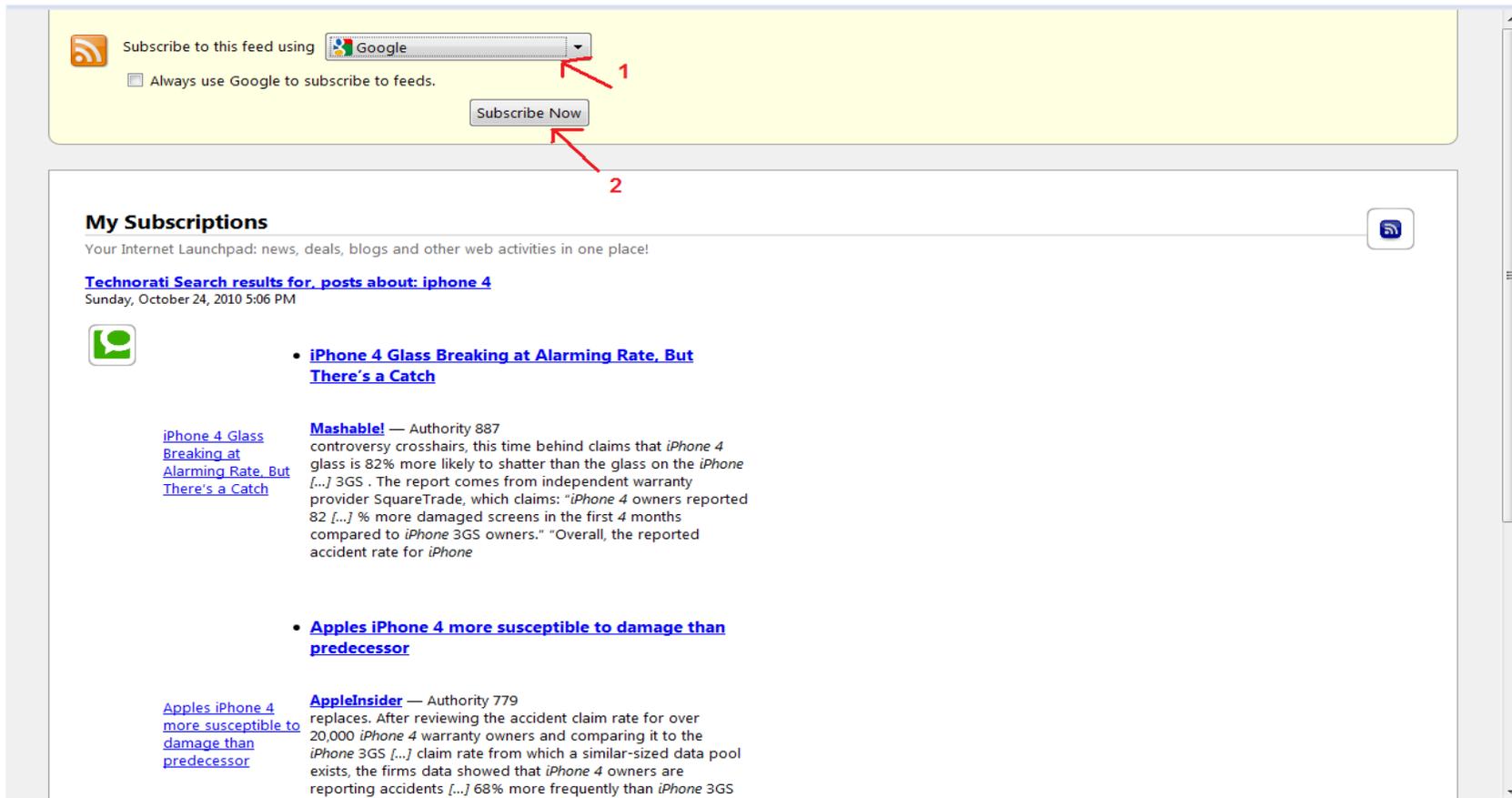
Step 2

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 yellow header bar with a search engine selection dropdown set to 'Google'. A checkbox labeled 'Always use Google to subscribe to feeds.' is present. A 'Subscribe Now' button is located below the dropdown. Red arrows labeled '1' and '2' point to the dropdown and the 'Subscribe Now' button, respectively.

My Subscriptions
Your Internet Launchpad: news, deals, blogs and other web activities in one place!

Technorati Search results for posts about: iphone 4
Sunday, October 24, 2010 5:06 PM

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

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:

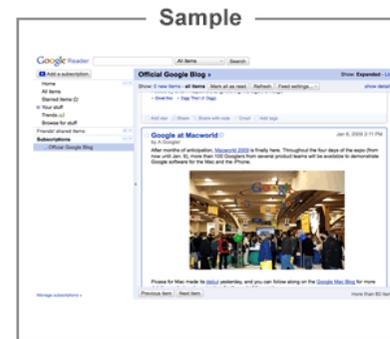
Your Google homepage brings together Google functionality and content from across the web, on a single page.

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 homepage

or

Add to Google Reader

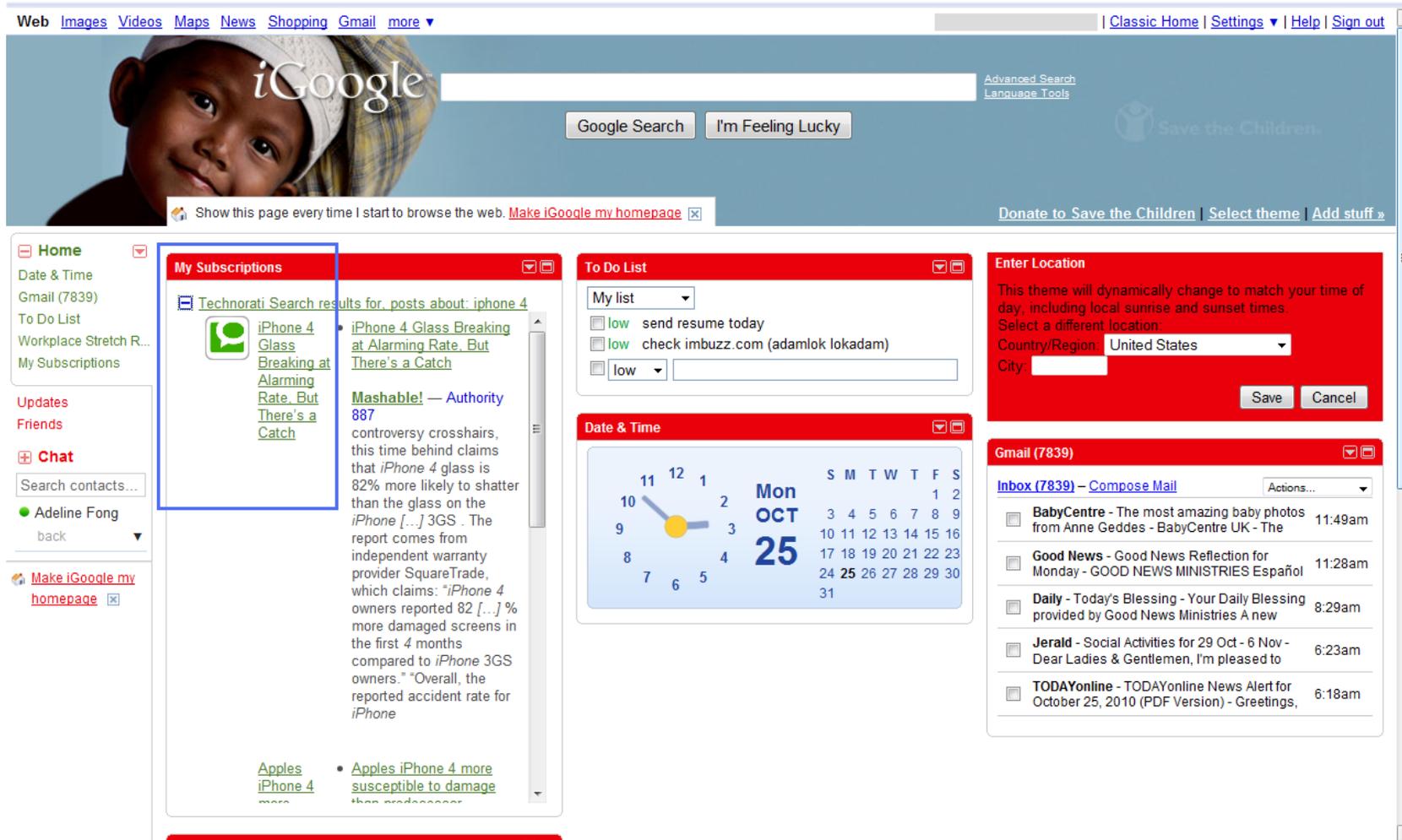


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Step 5

If you select Google Homepage,

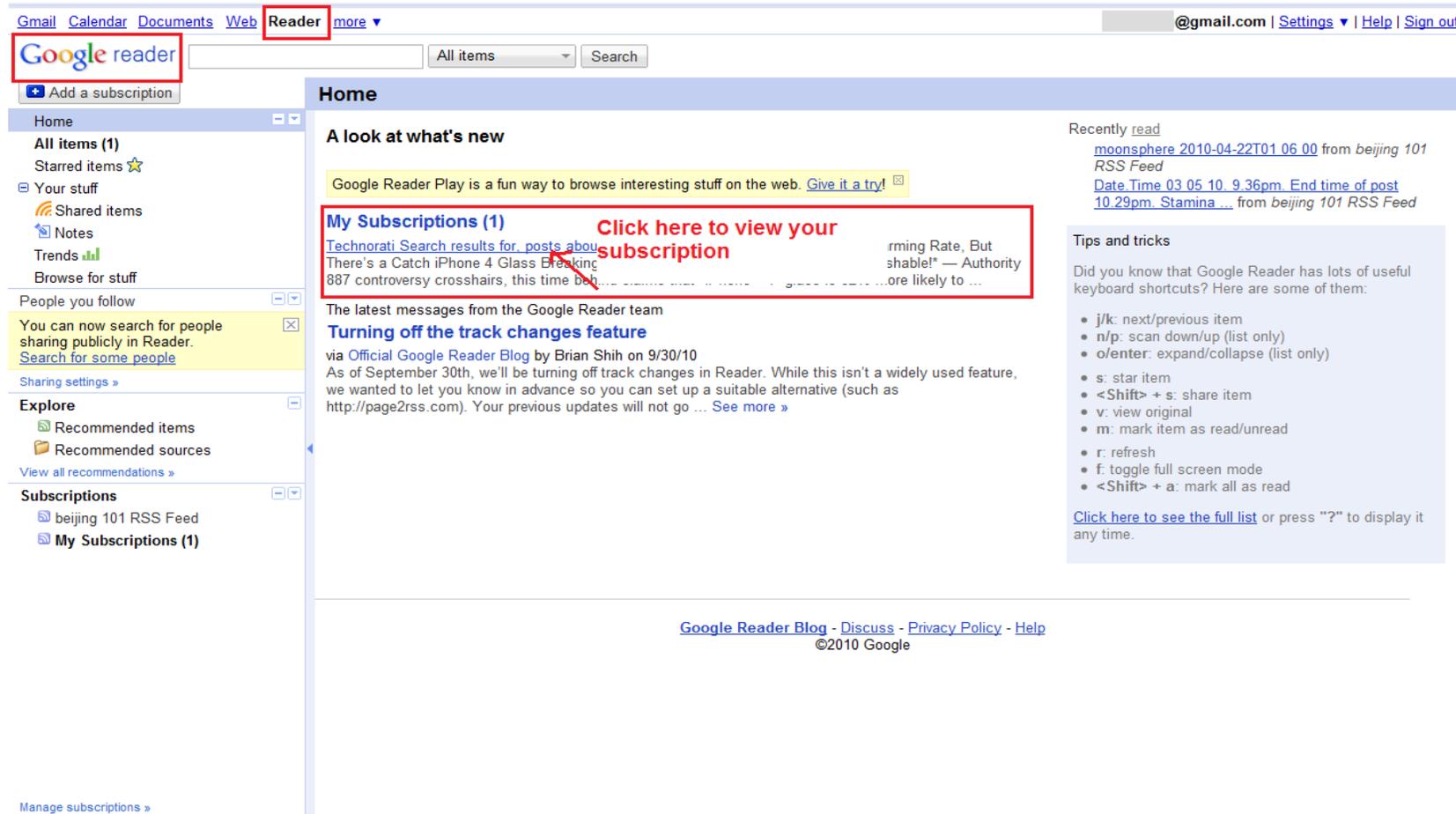


The screenshot shows the iGoogle homepage with a navigation bar at the top containing links for Web, Images, Videos, Maps, News, Shopping, Gmail, and more. The main search area features the iGoogle logo, a search bar, and buttons for 'Google Search' and 'I'm Feeling Lucky'. Below the search area are links for 'Classic Home', 'Settings', 'Help', and 'Sign out'. A banner for 'Save the Children' is visible on the right, with a 'Donate to Save the Children' link and options to 'Select theme' and 'Add stuff'. The main content area is divided into several widgets:

- Home:** Includes links for Date & Time, Gmail (7839), To Do List, Workplace Stretch R..., and My Subscriptions. It also has sections for Updates, Friends, and Chat.
- My Subscriptions:** A red-bordered widget containing a Technorati search result for 'iphone 4' with a snippet about 'iPhone 4 Glass Breaking at Alarming Rate. But There's a Catch'.
- To Do List:** A red-bordered widget with a dropdown menu for 'My list' and a list of tasks: 'send resume today', 'check imbuzz.com (adamlok lokadam)', and 'low'.
- Date & Time:** A red-bordered widget showing a clock, the date 'Mon OCT 25', and a calendar grid for the month of October.
- Enter Location:** A red-bordered widget for theme customization, including a dropdown for 'Country/Region' (set to 'United States') and a 'City' input field.
- Gmail (7839):** A red-bordered widget showing an 'Inbox (7839) - Compose Mail' with a list of emails, including one from 'BabyCentre' and another from 'Good News'.

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.



The screenshot shows the Google Reader web interface. At the top, the navigation bar includes links for Gmail, Calendar, Documents, Web, Reader (highlighted with a red box), and more. The main header contains the Google Reader logo (also boxed in red), a search bar, and a dropdown menu set to 'All items'. Below the header is a sidebar with navigation options: Home, All items (1), Starred items, Your stuff, Shared items, Notes, Trends, Browse for stuff, People you follow, Explore, and Subscriptions. The main content area is titled 'Home' and features a section 'A look at what's new' with a promotional message for Google Reader Play. Below this is a 'My Subscriptions (1)' section, where a red box highlights the text 'Click here to view your subscription' with a red arrow pointing to a link. The main content also includes a news item titled 'Turning off the track changes feature' from the Google Reader team. On the right side, there are sections for 'Recently read' (showing a feed item from 'beijing 101 RSS Feed') and 'Tips and tricks' (listing keyboard shortcuts). At the bottom, there are links to the Google Reader Blog, Discuss, Privacy Policy, and Help, along with a copyright notice for 2010 Google.

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Step 6

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

+ 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... ▾

[show details](#)

★ **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](#)

[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](#)

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AppleInsider — Authority 779
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- [iPhone 4 Cracked Glass Cases Almost Double the iPhone 3GS \[iPhone 4\]](#)

[iPhone 4 Cracked](#)

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

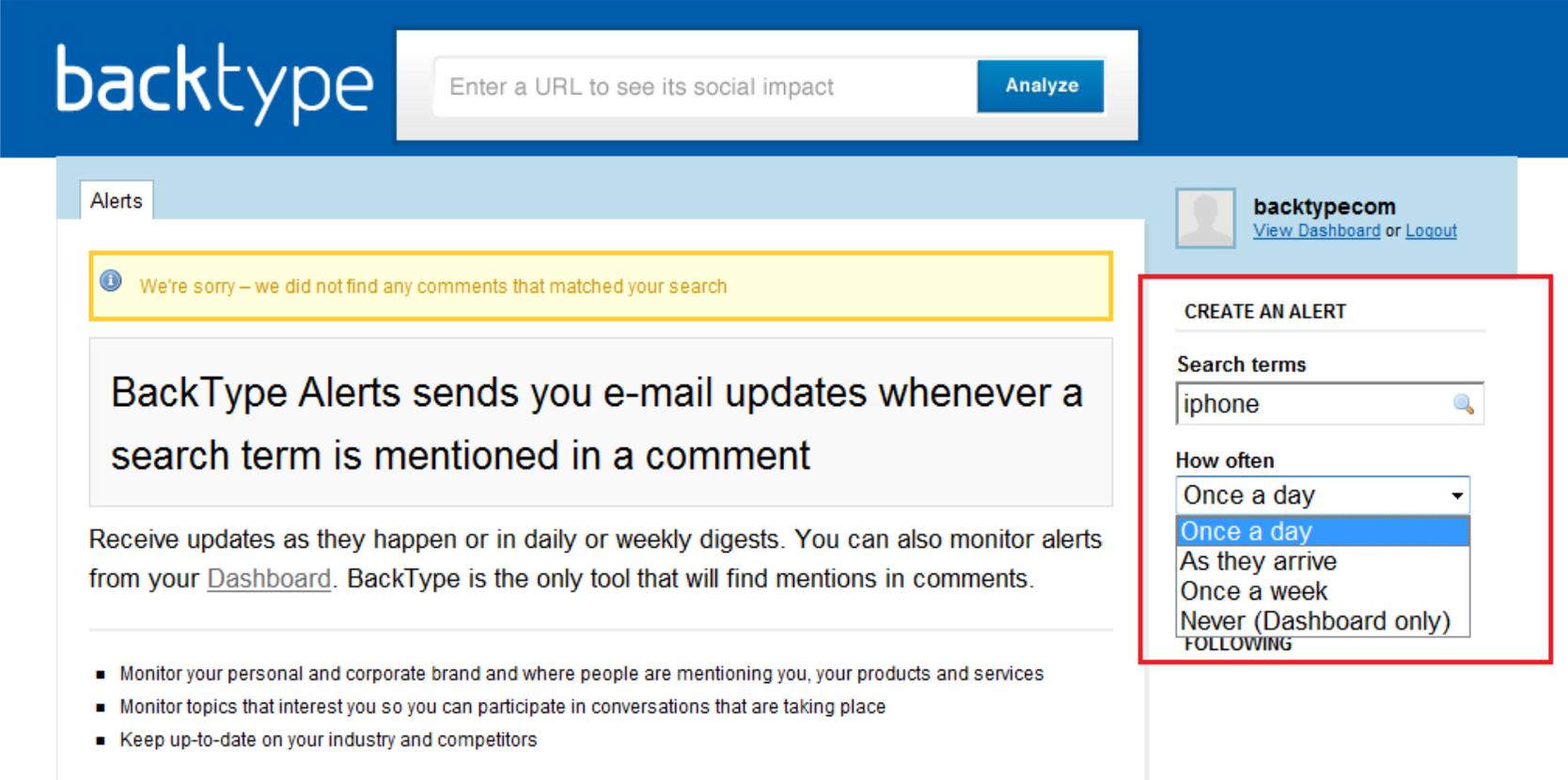
Upon login, you will see the dashboard below. Click on 'Setup Alerts' to receive updates on your search query.

The image is a screenshot of the Backtype.com dashboard. At the top, there is a dark blue navigation bar with links for 'Company', 'Jobs', 'Labs', 'Dashboard', 'Help', and 'Logout'. Below this is a white search bar with the text 'backtype' on the left, a placeholder 'Enter a URL to see its social impact' in the center, and an 'Analyze' button on the right. The main content area has a light blue header with 'Dashboard' and 'Account' tabs. Below the tabs is a list of two items: '1. Setup Alerts' and '2. Use Our API'. A red box highlights the 'Setup Alerts' link, and a red arrow points from it to a red text annotation that says 'Click here to receive alerts on your search query'. To the right of the main content is a user profile section for 'backtypecom' with a 'View Dashboard or Logout' link. Below that 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', 'Partners', 'Privacy', and '© 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.

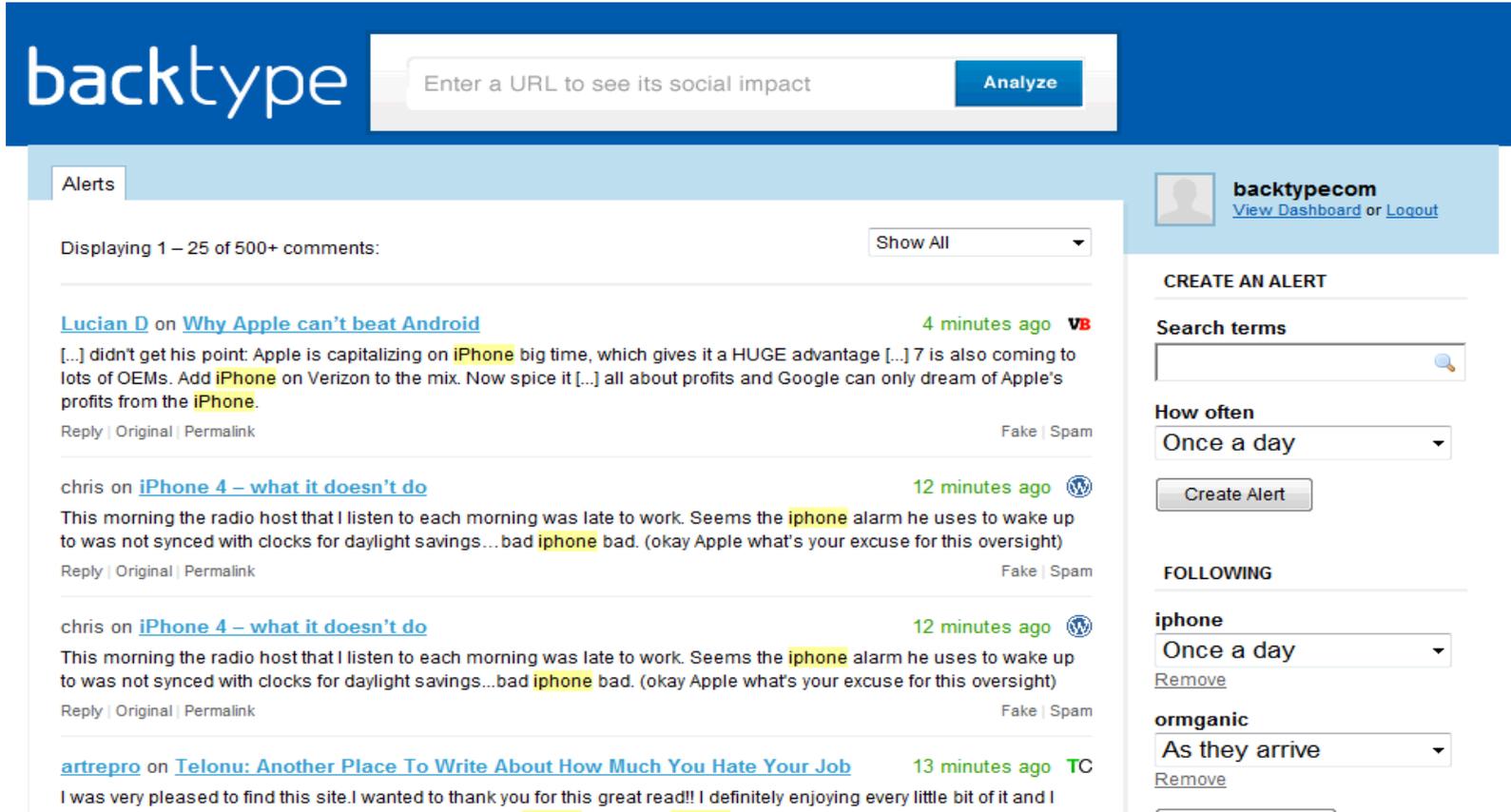
Then click on ' Create Alert' button.



The screenshot shows the BackType website interface. At the top, there is a blue header with the 'backtype' logo on the left and a search bar on the right containing the text 'Enter a URL to see its social impact' and an 'Analyze' button. Below the header, the main content area is divided into two columns. The left column is titled 'Alerts' and contains a yellow message box stating 'We're sorry – we did not find any comments that matched your search'. Below this is a large grey box with the text 'BackType Alerts sends you e-mail updates whenever a search term is mentioned in a comment'. Underneath, there is a paragraph explaining that updates can be received as they happen or in daily or weekly digests, and that BackType is the only tool that finds mentions in comments. At the bottom of this column is a bulleted list of features: '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'. The right column shows the user's profile 'backtypecom' with a 'View Dashboard or Logout' link. Below the profile is a red-bordered box titled 'CREATE AN ALERT'. This box contains a 'Search terms' input field with 'iphone' entered, and a 'How often' dropdown menu. The dropdown menu is open, showing options: 'Once a day' (highlighted in blue), 'As they arrive', 'Once a week', and 'Never (Dashboard only)'. Below the dropdown is the text 'FOLLOWING'.

Step 4

This is what you will see:



The screenshot shows the backtype website interface. At the top, there is a search bar with the text "Enter a URL to see its social impact" and an "Analyze" button. Below the search bar, the main content area is titled "Alerts" and displays a list of comments. The first comment is from "Lucian D" on the article "Why Apple can't beat Android", posted 4 minutes ago. The second and third comments are from "chris" on the article "iPhone 4 – what it doesn't do", both posted 12 minutes ago. The fourth comment is from "artrepro" on the article "Telonu: Another Place To Write About How Much You Hate Your Job", posted 13 minutes ago. On the right side of the interface, there is a user profile for "backtypecom" with links to "View Dashboard" and "Logout". Below the profile, there is a "CREATE AN ALERT" section with a search terms input field, a "How often" dropdown menu set to "Once a day", and a "Create Alert" button. Further down, there is a "FOLLOWING" section with two entries: "iphone" set to "Once a day" and "ormganic" set to "As they arrive", each with a "Remove" link.

backtype

Enter a URL to see its social impact **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 **W**

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](#) 12 minutes ago **W**

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[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](#)



BoardTracker V.2010 Discussion Search

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.



BoardTracker
V.2010 Discussion Search

Home Search My Alerts Browse Setup About Login **Signup**

Want to know what people are talking about?

Search

Search in [2,285,675,423](#) live discussion posts [Advanced](#) | [Safe Filter is ON](#)

Top Videos

-  MOV02611.MPG
John James @ Dakota in Chelt...
[20 Discussions](#)
-  John James & Josie | Nobody ...
My Twitter: <http://twitter.c...>
[16 Discussions](#)
-  WWE's Undertaker, Brock Lesn...
Download our iPhone app

The new BoardTracker PREMIUM is here to help you...

1 / 2 / 3 / 4 / 5 / 6

Social media metrics with detailed graphs and advanced analytics based on quality data

Step 2

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



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

Alerts Overview
+ Add Alert
Alerts Comparison
Alerts Setup





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

Send

Alert on

Alert #2

Query All words

Send via

Send

Alert on

www.EasyOnlineReviews.com



Step 4

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



- 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...

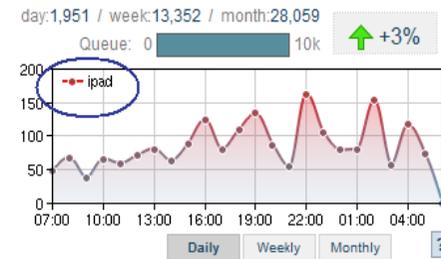
[Re: My DIY iphone stand/dock whatever it is...](#)
 04:44 9-Nov-10 [Replies: 7, Views: 485] By: [cartoon2211](#)
 haha... I have also fold one using cardboard for myself months ago and still using it now in my office. My phone is wearing a Hu

[More...](#)

ipad: ipad [All Words]

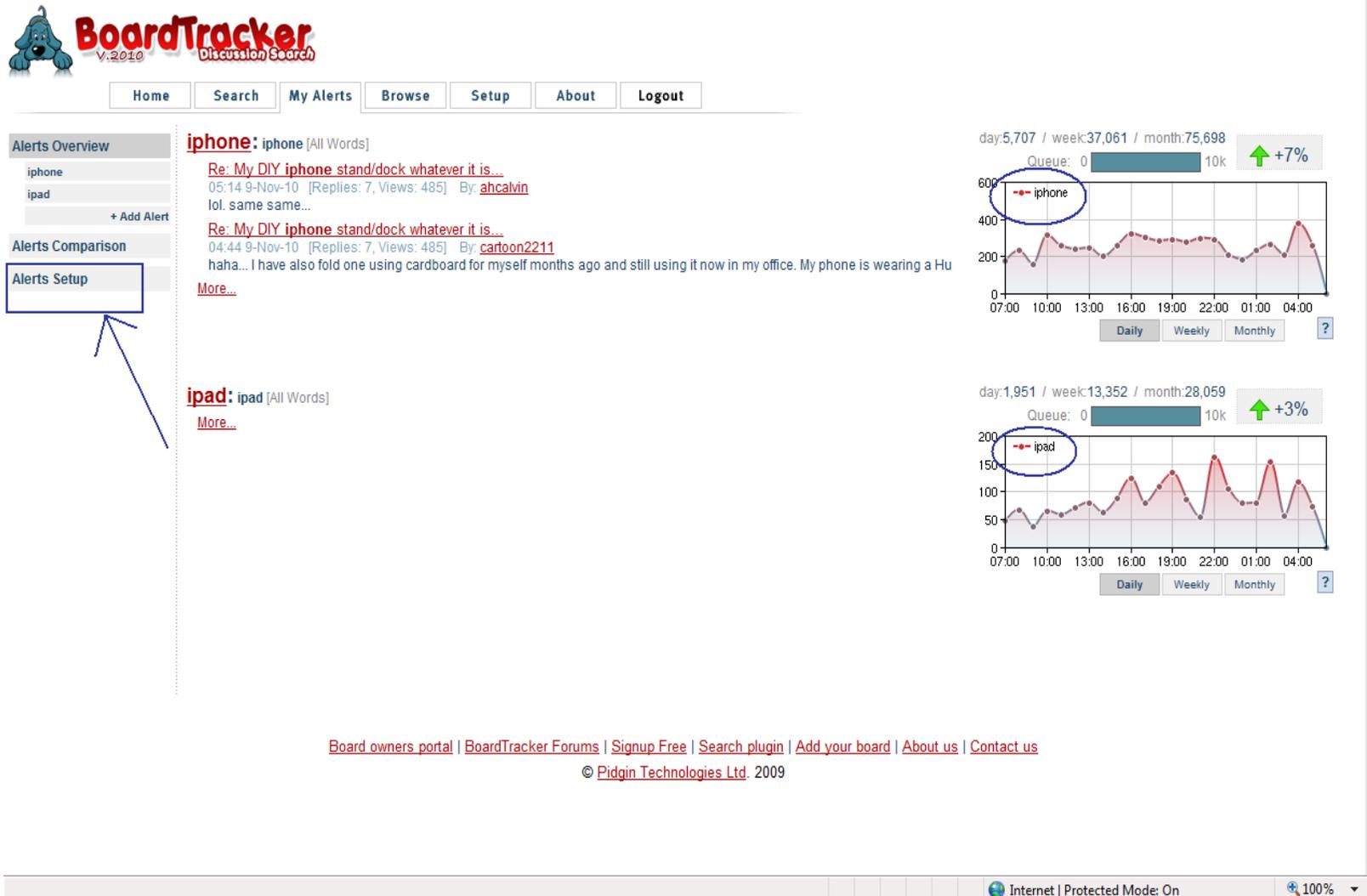
[More...](#)

You can click 'more' to see the details



Step 5

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



BoardTracker V.2010 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%



Dayly Weekly Monthly ?

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



Dayly Weekly Monthly ?

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.*

[Advanced Search](#)

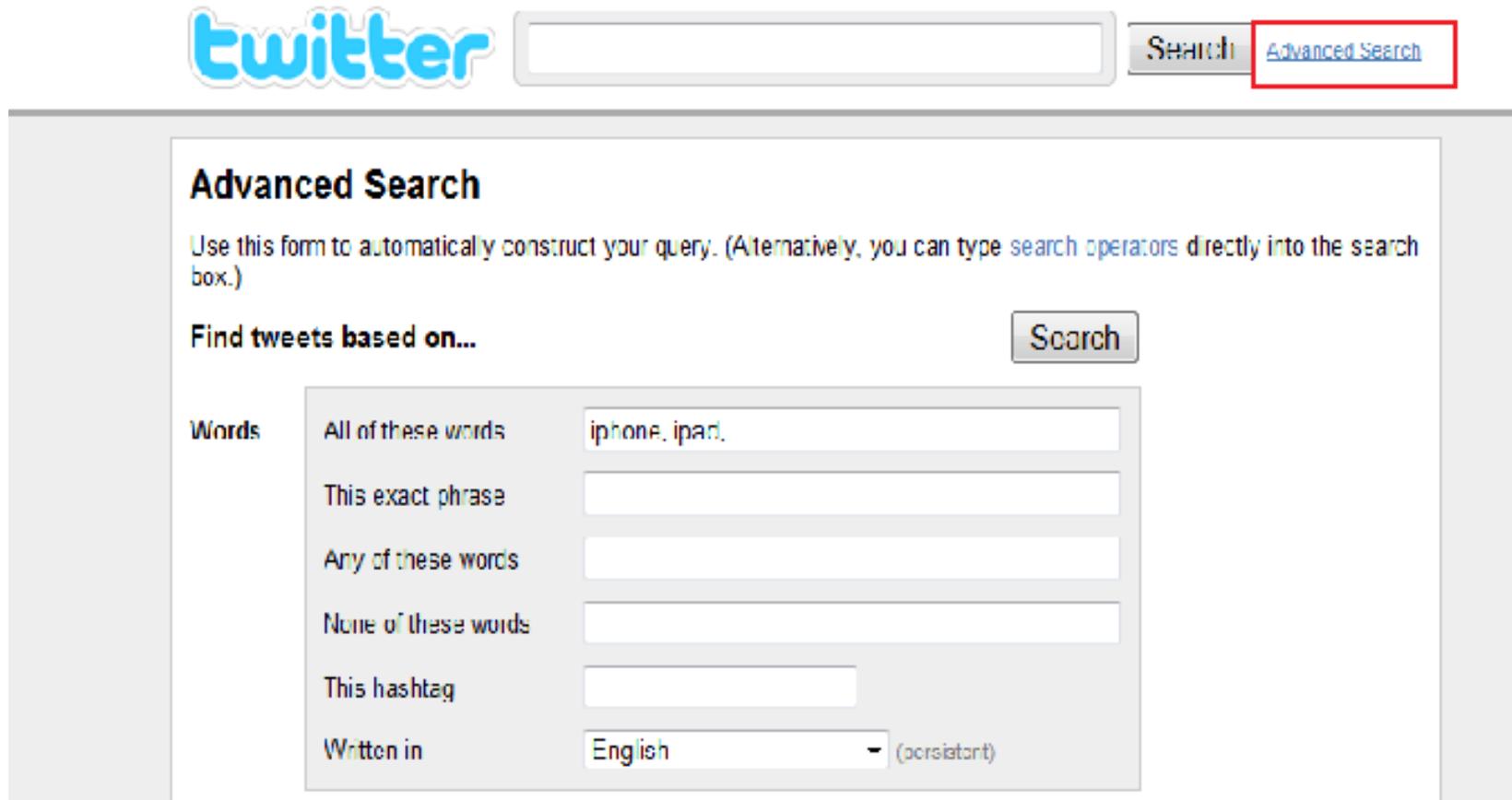
Search

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](#)

Step 2

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



The screenshot shows the Twitter search interface. At the top left is the Twitter logo. To its right is a search input field, followed by a 'Search' button and a link to 'Advanced Search' which is highlighted with a red box. Below this is the 'Advanced Search' section, which includes a title, a brief instruction, and a 'Find tweets based on...' section with a 'Search' button. The 'Find tweets based on...' section contains several options: 'Words' (with a sub-section for 'All of these words' containing the text 'iphone, ipad.'), 'This exact phrase', 'Any of these words', 'None of these words', 'This hashtag', and 'Written in' (set to 'English').

twitter [Advanced Search](#)

Advanced Search

Use this form to automatically construct your query. (Alternatively, you can type [search operators](#) directly into the search box.)

Find tweets based on...

Words

All of these words

This exact phrase

Any of these words

None of these words

This hashtag

Written in (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

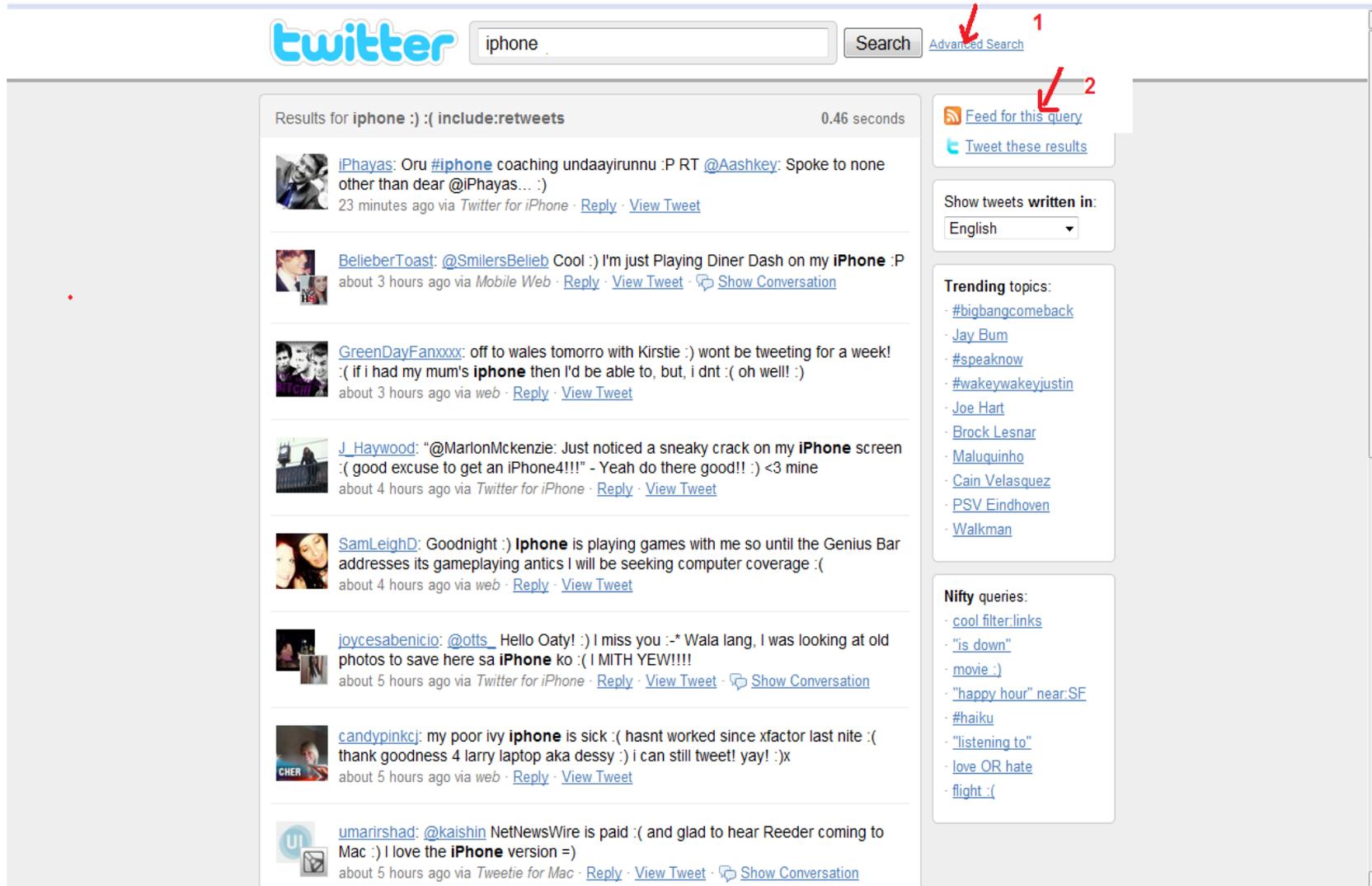
Containing links

Include retweets

Results per page (persistent)

Search

Result Page



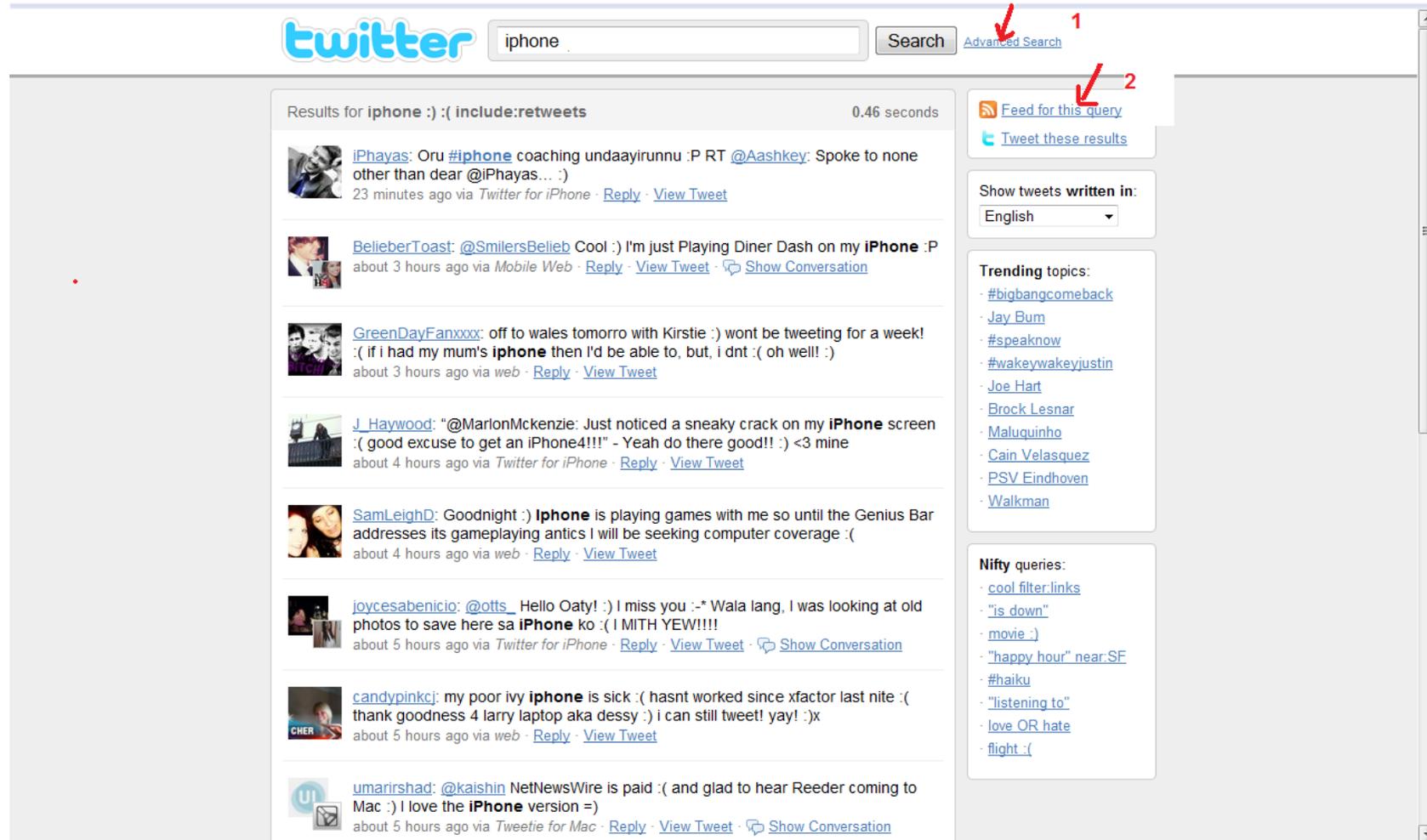
The screenshot shows a Twitter search results page for the query "iphone". The search bar at the top contains "iphone" and the "Search" button. A red arrow labeled "1" points to the "Advanced Search" link next to the search button. Below the search bar, the page displays "Results for iphone : (include:retweets)" and "0.46 seconds". The main content area lists several tweets related to iPhones, including mentions of coaching, playing Diner Dash, and cracked screens. On the right side, there are utility buttons: "Feed for this query" (with a red arrow labeled "2" pointing to it) and "Tweet these results". Below these is a dropdown menu for "Show tweets written in:" set to "English". Further down are sections for "Trending topics" (listing #bigbangcomeback, Jay Bum, #speaknow, #wakeywakeyjustin, Joe Hart, Brock Lesnar, Maluquinho, Cain Velasquez, PSV Eindhoven, Walkman) and "Nifty queries" (listing 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 either of Google's services for eg. Gmail to obtain a Google account. You will also be able to receive alerts in your Gmail account as well.



twitter Search [Advanced Search](#) 1

Results for **iphone** :):(**include:retweets** 0.46 seconds 2

[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](#)

[candypinkc](#): my poor ivy **iphone** is sick :(hasnt worked since xfactor last nite :(thank goodness 4 larry laptop aka dessey :) 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 :\(](#)



friendfeed

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>



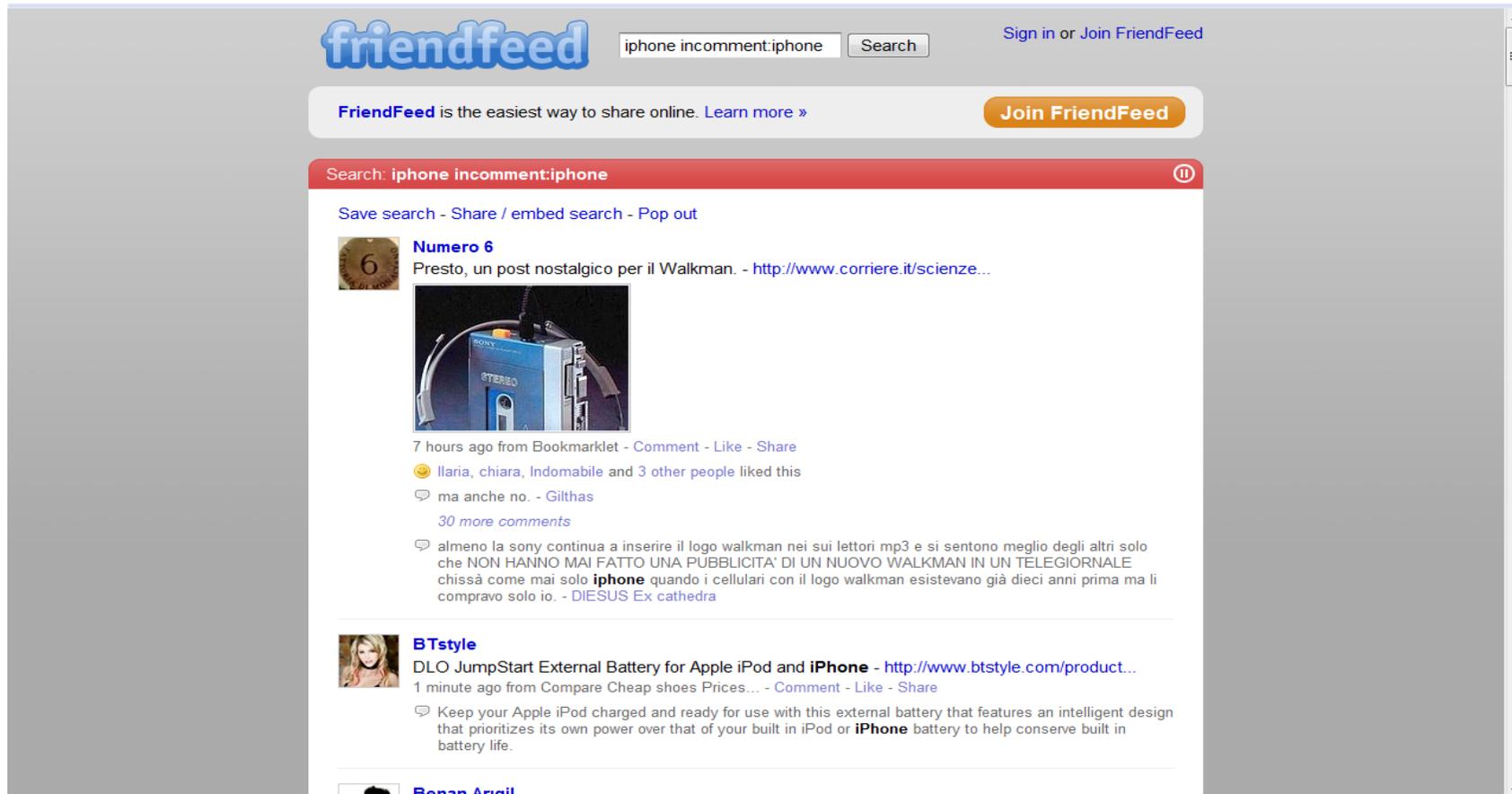
Step 1

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

The screenshot shows the FriendFeed website's advanced search interface. At the top, the 'friendfeed' logo is on the left, a search box with a 'Search' button is in the center, and a link to 'Sign in or Join FriendFeed' is on the right. Below the logo is a navigation bar with the text 'FriendFeed is the easiest way to share online. Learn more »' and a 'Join FriendFeed' button. The main content area is titled 'Advanced search' and contains several sections: 'Include entries from' with radio buttons for 'All FriendFeed users' (selected) and 'Specific friends/groups:' followed by a text input field; 'Keyword/quality filters' with fields for 'contains the words:' (filled with 'iphone'), 'words in the title:', 'words in a comment:' (filled with 'iphone'), 'has comments from:', 'liked by:', and 'has at least:' (with sub-fields for 'comments' and 'likes'); and a 'Search' button with a red arrow pointing to it. At the bottom, there is a section for 'Advanced search operators' with instructions and examples for 'from:', 'group:', and 'friends:'.

Step 2

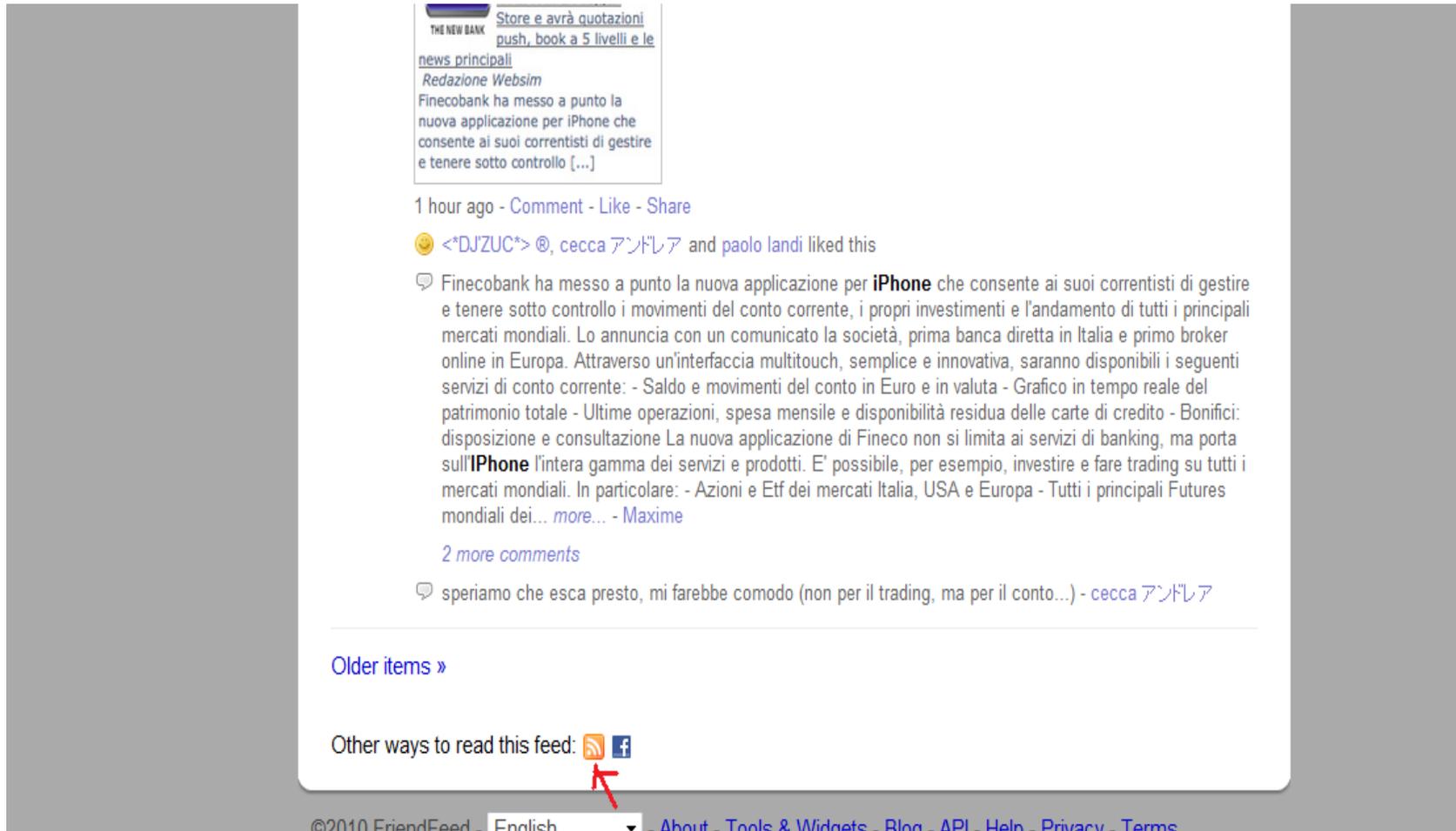
View results of the search enquiry.



The screenshot shows the FriendFeed search results page. At the top, the FriendFeed logo is on the left, and a search bar contains the text 'iphone incomment:iphone' with a 'Search' button. To the right of the search bar are links for 'Sign in or Join FriendFeed'. Below the search bar is a banner that reads 'FriendFeed is the easiest way to share online. Learn more »' and a 'Join FriendFeed' button. The search results are displayed in a red-bordered box with the search query 'iphone incomment:iphone' at the top. Below the search bar, there are links for 'Save search - Share / embed search - Pop out'. The first result is from 'Numero 6' and features a blue Sony Walkman portable cassette player. The text of the post reads: 'Presto, un post nostalgico per il Walkman. - http://www.corriere.it/scienze...'. It includes a timestamp '7 hours ago from Bookmarklet', interaction options 'Comment - Like - Share', and a list of users who liked it: 'Ilaria, chiara, Indomabile and 3 other people liked this'. There are also comments, including one from 'Gilthas' saying 'ma anche no.' and another from 'DIESUS Ex cathedra' saying '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.' The second result is from 'BTstyle' and features a woman's profile picture. The text of the post reads: 'DLO JumpStart External Battery for Apple iPod and iPhone - http://www.btstyle.com/product...'. It includes a timestamp '1 minute ago from Compare Cheap shoes Prices...', interaction options 'Comment - Like - Share', and a comment from 'Benan Anril' that says '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.'

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](#)

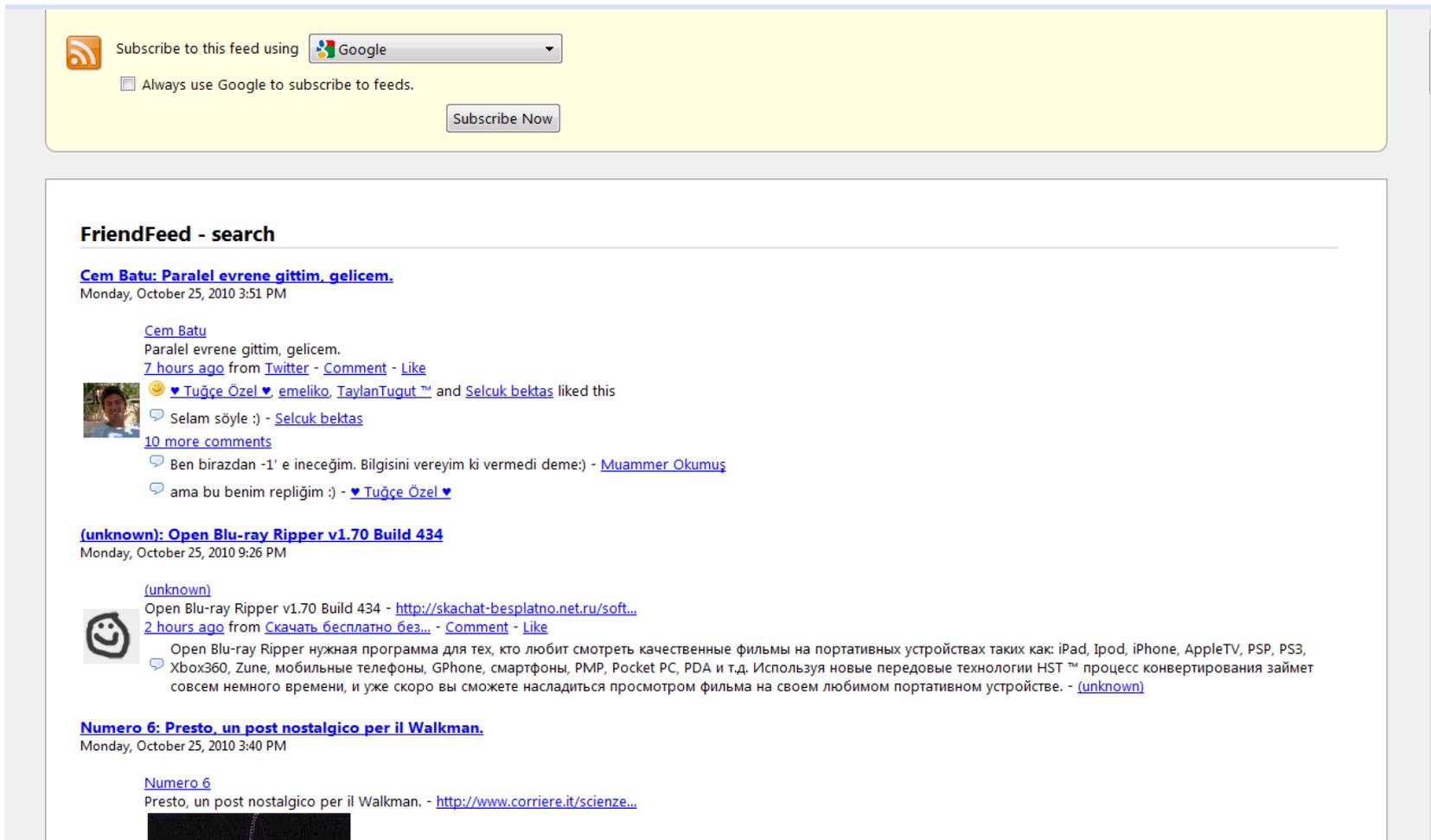
[Older items »](#)

Other ways to read this feed:  

©2010 FriendFeed - [English](#) - [About](#) - [Tools & Widquets](#) - [Bla](#) - [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).



The screenshot shows a web interface with a yellow subscription bar at the top. Below it is a 'FriendFeed - search' section containing three posts. The first post is by 'Cem Batu' about 'Paralel evrene gittim, gelicem.' The second is an 'Open Blu-ray Ripper v1.70 Build 434' post. The third is 'Numero 6: Presto, un post nostalgico per il Walkman.' Each post includes a timestamp, a link to the full post, and a list of users who interacted with it.

Subscribe to this feed using Always use Google to subscribe to feeds.

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 Okumus](#)
[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, Irod, 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:

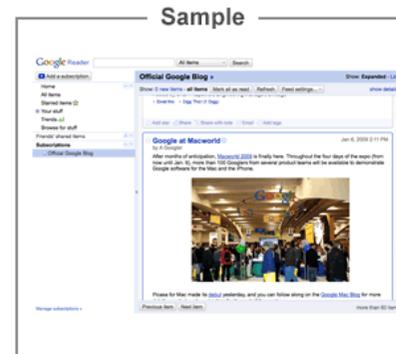
Your Google homepage brings together Google functionality and content from across the web, on a single page.

Add to Google homepage

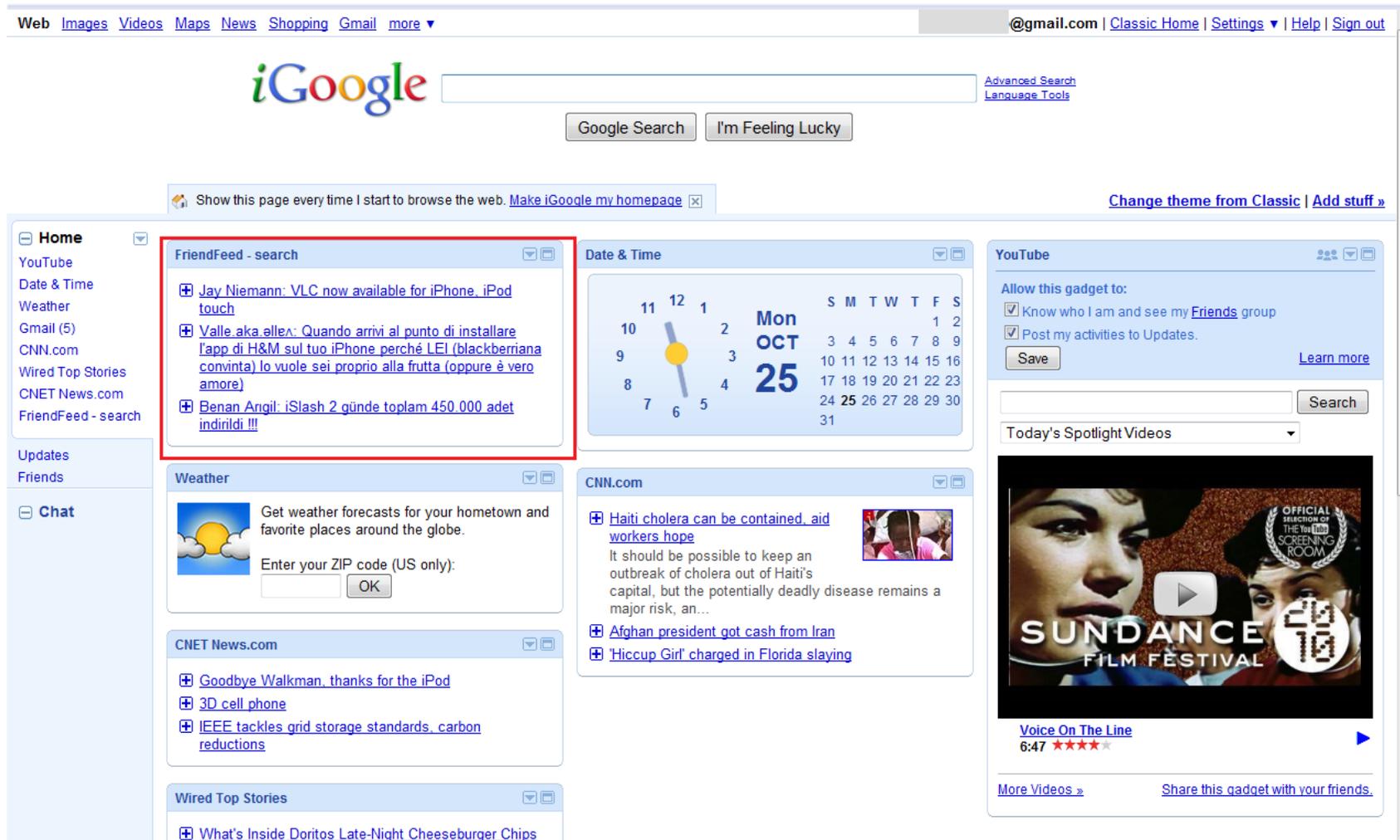


or

Add to Google Reader



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



The screenshot shows the Google iGoogle homepage. At the top, there are navigation links for Web, Images, Videos, Maps, News, Shopping, and Gmail. The user is logged in as @gmail.com. The main search area features the iGoogle logo, a search bar, and buttons for Google Search and I'm Feeling Lucky. Below the search bar, there are options to show this page every time the user starts browsing and to change the theme from Classic.

The left sidebar contains a 'Home' menu with links to YouTube, Date & Time, Weather, Gmail (5), CNN.com, Wired Top Stories, CNET News.com, and FriendFeed - search. Below this are sections for Updates, Friends, and Chat.

The main content area is divided into several widgets:

- FriendFeed - search:** A red box highlights three search results:
 - Jay Niemann: VLC now available for iPhone, iPod touch
 - Valle aka elleΛ: 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:** Shows a clock, the date Mon OCT 25, and a calendar grid.
- Weather:** Provides weather forecasts for the user's hometown and favorite places, with a field to enter a ZIP code.
- CNN.com:** Displays news headlines such as 'Haiti cholera can be contained, aid workers hope' and 'Afghan president got cash from Iran'.
- Wired Top Stories:** Features a headline 'What's Inside Doritos Late-Night Cheeseburger Chips'.
- YouTube:** A section for 'Today's Spotlight Videos' featuring a video titled 'Voice On The Line' with a 6:47 duration and a 5-star rating.

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:

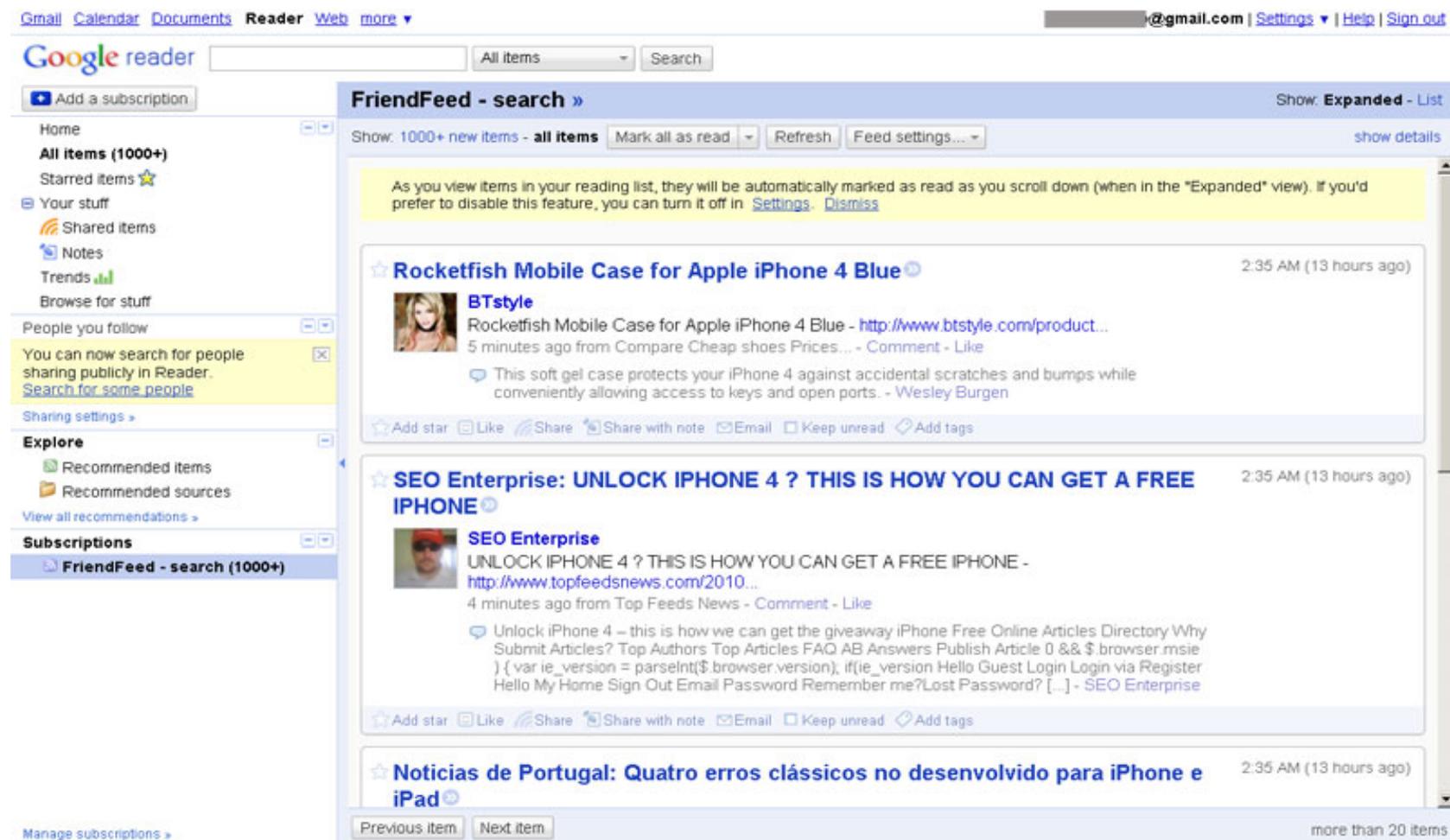
Password:

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 shows the Google Reader interface. At the top, there are navigation links for Gmail, Calendar, Documents, Reader, Web, and more. The user is logged in as [redacted]@gmail.com. The main content area is titled "FriendFeed - search" and shows a list of items. The first item is "Rocketfish Mobile Case for Apple iPhone 4 Blue" by BTstyle, posted 5 minutes ago. The second item is "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 "Noticias de Portugal: Quatro erros clássicos no desenvolvido para iPhone e iPad". The interface includes a search bar, a "Show: Expanded - List" dropdown, and various interaction options like "Add star", "Like", "Share", and "Email".



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