Find out who’s talking about you and your book with Google Alerts

cambridge.org/authorhub
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Google Alerts is a free email notification service that sends a digest email to any email address, for any key words or phrases. This is particularly useful if you want to find out who is talking about you or your book(s).

1 To begin setting this free email service up, you’ll need to go to www.google.com/alerts.

Here you’ll be presented with a short form to fill in.

In the Search query box you should type the word or phrase that you want to be notified about. To save your email inbox from creaking under the weight of irrelevant partial matches, it is best to tell Google Alerts that you want exact matches only. For example, you can do this by putting your name or book title in double quotation marks.

The next box, Result type, allows you to choose what kind of content you want to focus on. We recommend you leave it as Everything to enable you to get a broader view of where you, or your book, are being talked about.

3 The next field is How often. There are three options here - As-it-happens, Once a week and Once a day. Select the option that you feel would be the most convenient to you.

4 The final option is How many. This option allows you to choose All results or Only the best results. Whilst the former option will give you everything, the latter will use Google’s judgement of quality websites. We recommend you opt for All results.
The final step is to enter your email address, and click on Create Alert.

Google Alerts will email you with a clickable link that you must click in order to activate this service. Once clicked, Google will email you your digest email of newly indexed web content, at the frequency you requested. If you receive no email for a while, then there is no newly found web content that matches your criteria.

You can always go back to edit your settings at a later date. To do this, return to www.google.com/alerts and click on Manage your alerts, or alternatively click on the appropriate option at the foot of one of the Alerts that you have received.
Do you need advice on how to use social media effectively?

If so, then visit our Author Hub

Here you will find:

• A series of videos aimed at authors who have different levels of online experience, guiding you through the latest tools available and the impact they can have in raising the profile of your book

• Downloadable step-by-step guides to help you get started quickly

• Information on what Cambridge University Press is currently doing to support our authors

• Helpful hints and tips to guide you through each stage, plus much more!