

Lesson no. 5 – Understanding Tools for monitoring

4 Tools for monitoring online reputation

Now that you've done all of this work to build a positive reputation for your brand, you will want to keep an eye out on any news about you or your business. The easiest (and free) way to do this is through Google Alerts.

1. Google Alerts lets you set up searches for your name or your brand name and sends you emails when new results come up.
2. Other sites that provide similar services include Social Mention (free),
3. Trackur (paid),
4. Reputation.com (paid)



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