

# FREE GOOGLE APPS THAT ORGANIZE THE INTERNET FOR YOU

There are hundreds of applications available on the Internet to help you stay current on your industry, promote your business, and keep yourself organized. Here are just 5 free ones from Google to get you started.

(Each heading is a link to the app, or you can go to each one by searching [www.google.com/app name](http://www.google.com/app%20name). For example, [www.google.com/alerts](http://www.google.com/alerts))

## 1. Alerts

Google Alerts are e-mail updates containing the latest relevant Google results based on your choice of query or topic. Find news from throughout the Web - including blogs - about your industry or field of interest (ex: office organizing). Create another alert for your company name to see when it is mentioned anywhere. You can get this information as-it-happens, daily, or weekly. (If you are likely to get several hits a day, I suggest the daily option so it is not overwhelming by the end of the week, but you are not getting postings throughout the day which may or may not be relevant.) You will get several entries in your Google alert e-mail; just click on either the headline or the source listing if you want to see the article. Here is a sample entry:

[How to Organize Your Home Office by Jennifer Mattern -- Date ...](#)

By Royston

When you work from a home **office**, you automatically put yourself at risk for greater distractions than if you worked in a typical **office** environment.

[BIZFACE® - UK Business Forum - http://www.bizface.co.uk/bizfaceforum/](http://www.bizface.co.uk/bizfaceforum/)

## 2. Reader

If you have favorite news sites and blogs you visit individually, Google Reader can show them to you in one place and it constantly searches for new content. (Google **Blog Search** can narrow your scope to only blogs. However, both the Reader and Alerts apps will include blog entries if you so indicate, so there is not a need for a separate search.)

## 3. Blogger

Create your own blog free and in minutes. You can post your thoughts about your business, spotlight your projects, and discuss trends in your industry. This app just marked its 10th anniversary and has added numerous features. Blog2Print partnered with Blogger to allow you to publish some or all of your posts and photos as a professionally-printed, full-color book. Widgetbox allows you to build a widget so others can easily get your content. Adding an Event Gadget lets you invite people to an event, and visitors can indicate if they will attend. Jump Breaks allow you to show a snippet of your post on your blog's index page. Blogger will insert a "Read more" link to the full post page where your readers can keep reading.

## 4. Product Search

This app searches the Web to display where to buy products for your clients and your office. Rather than showing vendor websites that sell the product you entered as a search, *Products* shows you a picture of the item, the price, and a link to the retailer. It also displays your zip code at the top of the entries, and will show you any nearby locations if it is a

retailer with physical stores. (google.com/products, or click Shopping on the main Google search page)

## 5. Google Grants

This is a very interesting app if you do any grant-writing for nonprofits. Google helps nonprofits promote their own websites via free advertising. Currently, for-profit companies pay for Google AdWords advertising by "cost-per-click" (e.g. 30 cents whenever a user clicks on their ad), which allows their link to appear to the right of relevant Google search results, under the *Sponsored Links* section. With a Google Grant, a non-profit can get this placement free. Ex: if you search for 'homeless', beside the search results there would be a link for the Salvation Army. Clicking on the ad would take you to the Salvation Army's website. The grant gives the non-profit an in-kind online advertising account which can be used to spotlight general outreach, fundraising activities, or recruitment of volunteers. The non-profit must have a website and pick relevant keywords. There is an application process, but once awarded, as long as the organization is actively managing the account, adhering to program guidelines, and making the most of the award, there is no set end date for a grant and no need to re-apply at any time. Here is an example of an ad:

### [Shop and Fight AIDS](#)

Our Red Ribbon Collection has  
Unique Gifts for a Great Cause.  
[www.yourcharity.org](http://www.yourcharity.org)

This barely scratches the surface of free options Google offers, and there are so many other companies offering applications to help you organize, save time, and get relevant information. Most of them are easy to install and very user-friendly, so the challenge is not learning how to use them - it's discovering the ones that best suit your needs.

*Organize ! • [www.organize-today.com](http://www.organize-today.com)*