



How to use Brand and Keyword Monitoring Features in Yattr

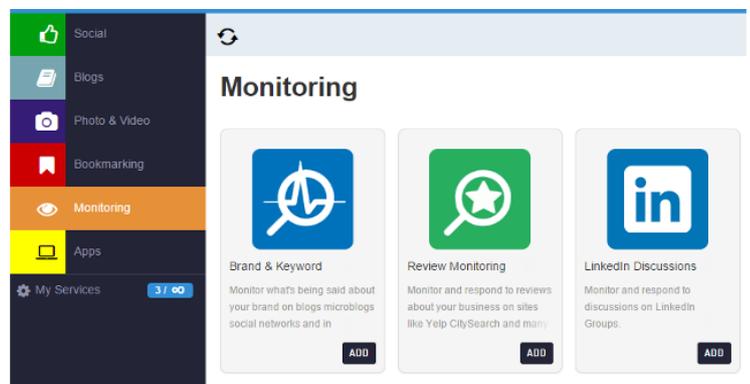
Adding monitoring services to your Yattr login allows you to monitor your brand names, or any other terms or keywords, on blogs, micro blogs, social networks, review sites and LinkedIn discussion groups.

To add monitoring services in Yattr, click on Monitoring tab in the top selection bar.

Monitor brand name or terms by using keywords: You can monitor your brand name on blogs, micro blogs and social networks by setting up keywords.

You can monitor these networks based on various filters:

- Including specific terms
- Excluding specific terms
- Enable Google alerts feed
- Country specific alerts
- Location
- Within a particular radius



Daily, or weekly, notification emails can be configured for these alerts.

Description
This is for your own reference.

Has all of these terms
The brand(s) or term(s) you would like to monitor. Use OR to separate multiple terms.

Doesn't have these words (optional)
Exclude entries containing the keywords above. (Separate multiple keywords with a comma)

Has any of these words (optional)
Only include results that contain one or more of the above keywords. (Separate multiple terms with commas)

Google Alerts Feed (optional)
To enhance your results, create or add the URL to a Google Alerts Feed. [Create a Google Alerts Feed](#)

Only from this country
Choose whether to only show mentions from a specific country or location.

Location [Locate Place](#)



This example demonstrates monitoring of a brand on blogs, micro blogs and social networks in New York.

Description box - this is purely for your own reference, so use a name that describes the term you are setting up;

Next enter the keywords or phrases, brand names, or terms that you want to track - for example:

- Individual keywords
- Twitter Handles
- URLs
- Exact Phrases
- Hashtags

When searching for any term which includes special characters (such as @ # ' . & _ %) take care to enclose the phrase (or URL etc) in quotation marks (") – for example, using the motoring topic:

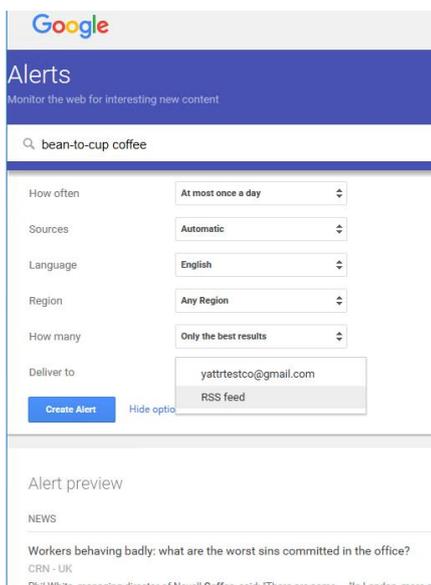
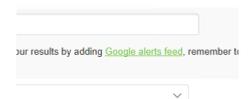
- Brand names Chevrolet
- Product names Corvette
- Competitor names Toyota OR Ford OR Volkswagen
- Twitter handles "@chevrolet"
- Twitter Hashtag "#Drivechevy"
- URLs "chevroletcars.com"
- Exact phrases "I love to drive"
- Multiple key words in same mention Buy Car

Terms can be combined in the same search criteria using 'OR' as shown.

Inclusion and exclusion filters help narrow down search parameters - If there are specific terms that you do/ do not want included, enter the keywords or phrases in the appropriate fields using the same format.

To add a Google alerts feed –

- 1) Right-click on the text link 'Google alerts feed' and login to your Google account by opening the page in a new window



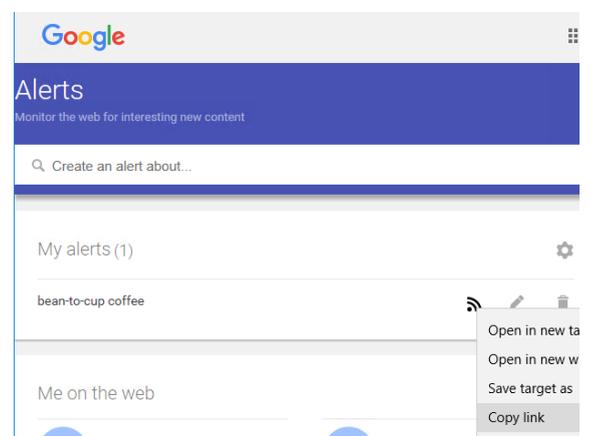
- 2) On the 'Alerts' page, enter your required search terms and then click on the link 'Show options' located to the side of the 'Create Alert' button

- 3) Change the 'Deliver to' option to 'RSS feed' as shown

- 4) Click on the 'Create Alert' button

- 5) Open a blank 'Notepad' document via 'Windows Key + R' > type notepad > OK or from 'All Programs'

- 6) In the 'Google Alerts' window right-click on the 'RSS' symbol -  - and select 'Copy link' (NB - don't choose "copy image location" by mistake)

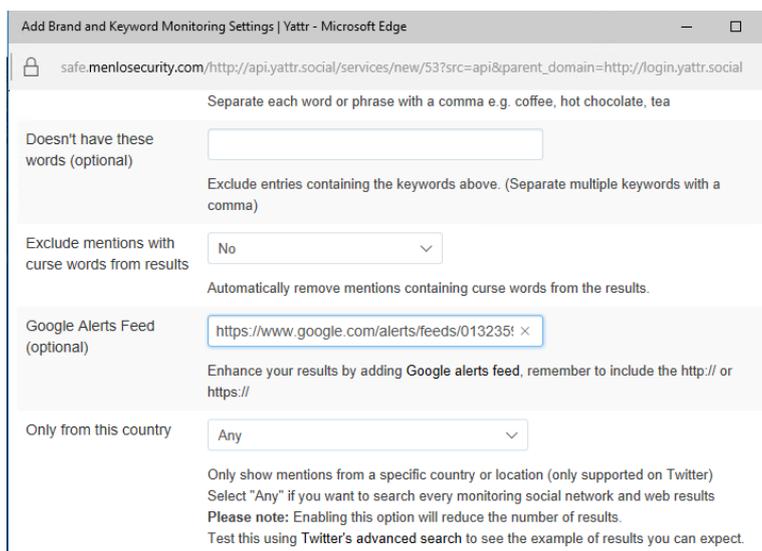


- 7) Using 'Ctrl + V' paste the copied link onto the open Notepad document and highlight the URL address shown after the initial 'https://safe.menlosecurity.com/' as shown



- 8) Copy this highlighted section either via 'Ctrl + C' or right-click > copy and return to the original Yattr Monitoring window

- 9) Using 'Ctrl + V' paste the copied section into the 'Google Alerts Feed' box as shown and close the 'Google Alerts' window



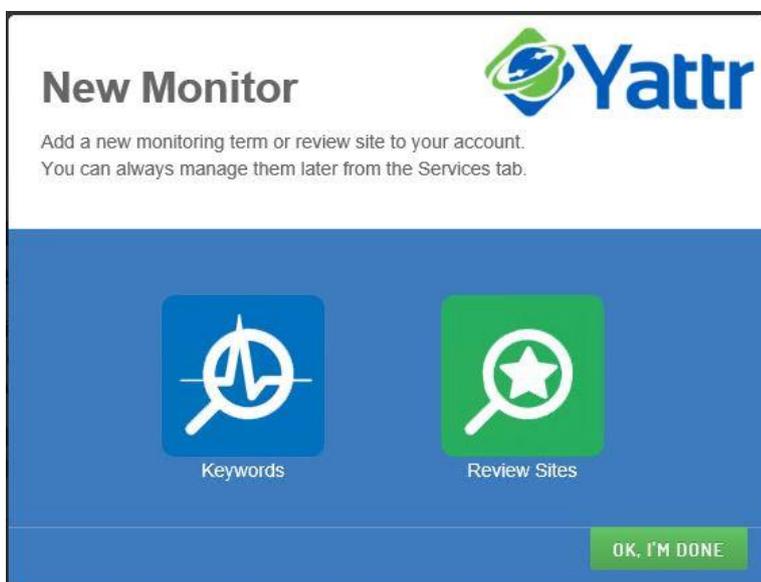
Keywords can be geo-targeted based on their origin – this can be a specified country, location, or even longitude/latitude coordinates, together with a search radius around this point.

Email notifications can be scheduled either to a single mailbox or to multiple email addresses, with subsequent addresses separated by commas.

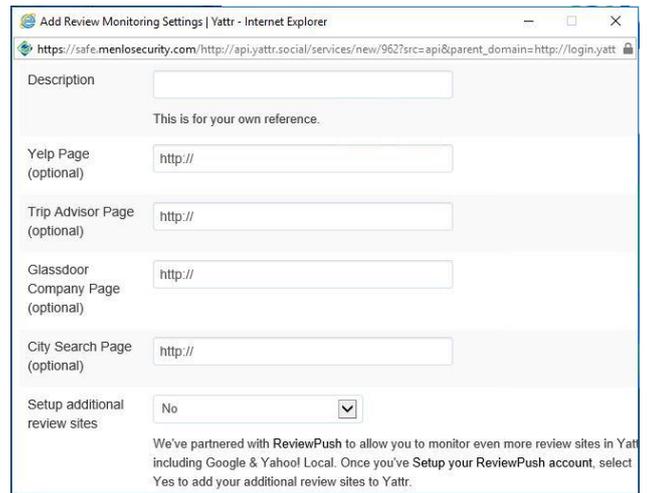
Monitor review sites - your brand name may be featuring on review sites such as Yelp, CitySearch, Glassdoor, and TripAdvisor, and Yattr allows you to monitor direct activity on these pages.

Yattr can also integrate with your ReviewPush account to monitor more even more sites such as 'Google Local', 'Yahoo Local, and a wide range of industry-specific providers.

See <https://www.reviewpush.com> for details of services and account options.



To configure a 'Review Site Monitor' select the 'Review Sites' option from the 'New Monitor' window and add in your individual brand page URLs



Description
This is for your own reference.

Yelp Page (optional)

Trip Advisor Page (optional)

Glassdoor Company Page (optional)

City Search Page (optional)

Setup additional review sites
We've partnered with [ReviewPush](#) to allow you to monitor even more review sites in Sendible including Google & Yahoo! Local. Once you've [Setup your ReviewPush account](#), select Yes to add your additional review sites to Sendible.

Send email notifications to
Separate multiple email addresses with commas.

Email notifications
Select whether or not to receive email notifications when new mentions are discovered.

SAVE SETTINGS Cancel

The options and settings are very similar to those used to configure keyword monitoring, including email notification options.

Integration of ReviewPush services will require additional information from your ReveiwPush account settings such as authentication 'Key' and 'Secret' numbers.

Setup additional review sites
We've partnered with [ReviewPush](#) to allow you to monitor even more review sites in Yattr including Google & Yahoo! Local. Once you've Setup your ReviewPush account, select Yes to add your additional review sites to Yattr.

ReviewPush Key

ReviewPush Secret

Location ID (optional)
This is an optional field that can be found in your ReviewPush account.

Google Local Page (optional)

Yahoo! Local Page (optional)

Zomato Page (optional)