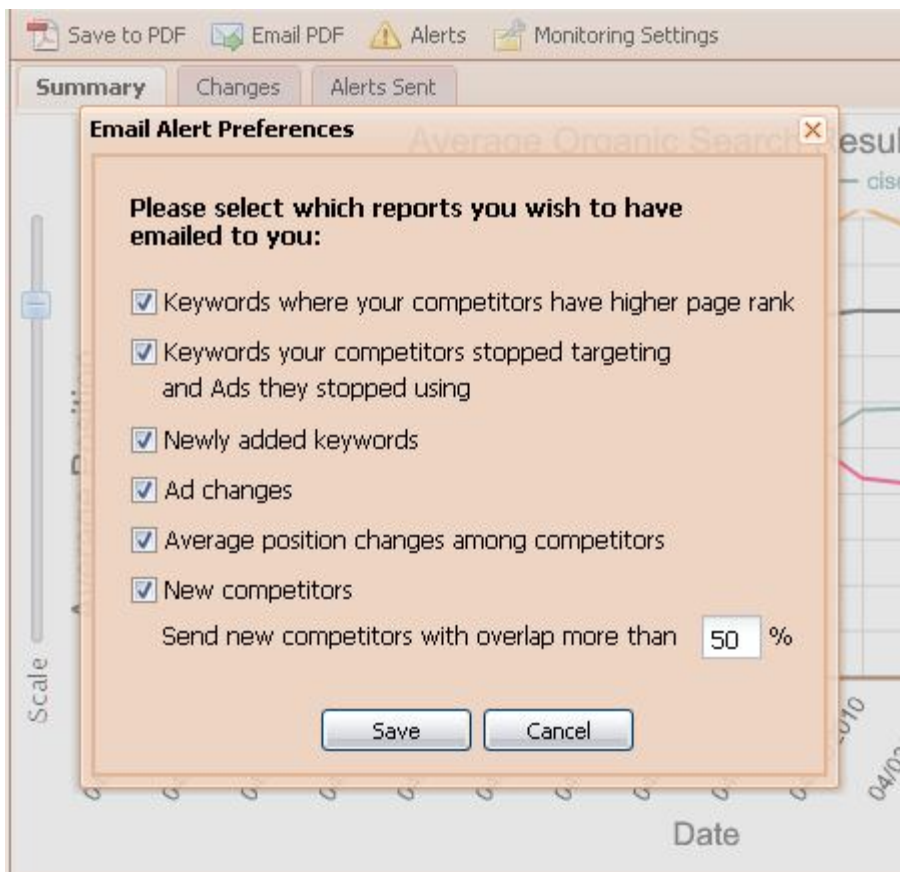


SET UP E-MAIL ALERTS ON YOUR COMPETITORS' CHANGES

When you start monitoring your competitors' PPC, Organic keywords, ads, you also need to know whether any changes have appeared to react properly on the situation and make better decision on SEO. So, once your report is ready, you can set up e-mail alerts on various changes. Go to the Monitor Competitors tab and right below the tab you see "Alerts"



When you click on that a window will pop up offering you 6 variants of the alerts



So here you choose which reports you want to be sent on your e-mail. Also you can choose which percentage of overlap to these you consider to be your competitors. The number here is 50% as you can see, but you can change it whatever you think applies to your idea of a competition. Press Save.

You can as well specify the e-mail address for reports to be sent at and its frequency.

Go to "Monitor Settings" and set it up here

Monitoring Settings

Monitoring Period: Weekly

Search Engines: ☒ Google ☐ Yahoo! Don't look past page: 5

Location: Country*: United States State: All regions within this country City: All cities within this region

Display Graph Highlights Box: ☐

Show competitors with overlap more than: 50 %

Email addresses for alerts: amurashova@keywordcompetitor.com

Save Cancel

As you can see, you'll be able to choose Monitoring Period – Daily or Weekly (for weekly period you can also pick up the day). E-mail address can also be specified. Or you can add several e-mails.

Press Save.

Now you have set up e-mail alerts to be aware of your competitors' changing in PPC, Organic keywords and ads.