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MARKETING KNOW-HOW FOR
THE LEGAL PROFESSION

Good News for Your Law Firm: Google Launches New Online Identity Tracker



Recently Google launched, “Me on the Web,” is a tracking tool for your online identity.

It is similar to Google alerts in that it tracks and alerts you when you are mentioned in the online universe. It keeps up with your online identity through different sources such as blogs, social media sites, articles, web sites, etc. **The kicker is it also helps you remove unwanted items.**

This new feature from Google is available to anyone with a Google account and you can get to “Me on the Web” through your Google dashboard, pretty easy right?

Ever had anything posted about you on the web that was personal? Inappropriate? Well hopefully with Google’s trend towards privacy we will see less and less of these problems.

With so many sites like Facebook, pushing private, personal and unwanted information out to the public, it’s nice to see Google helping to erase this problem. Has something been posted about you online that you’d deleted? Check out [Google’s guides to removing pages or sites from Google’s search results](#). It provides details on how to contact webmasters with change or removal requests and even links to other online [removal tools](#) to help as well.

To read more about Google’s new alert system check out ReadWriteWeb’s article, “[Google Launches “Me on the Web” to Help You Manage Your Online Identity.](#)”



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