Installation Guide

1) Install the AppExchange Package

2) Create an Alert at: https://www.google.com.au/alerts or
   https://www.google.co.uk/alerts or the applicable google site for your country, once
   created change the type of alert to an RSS Feed.
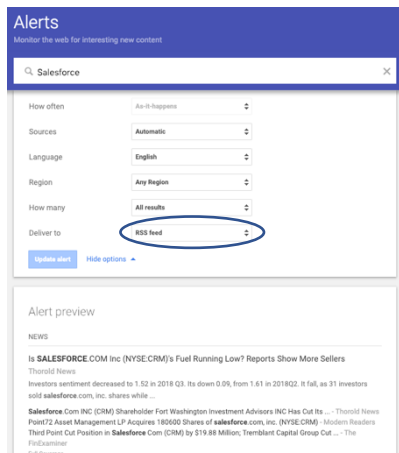
3) Click on the RSS icon to get taken to the feed URL, the contents are in XML. The URL
   should look something like
   https://www.google.co.uk/alerts/feeds/09129951527648623769/180368199555198
   656751. This is your Google Alert URL to be used later.

4) In Salesforce create a Remote Site Setting record for the base of the URL. So, in the
   example above you would create one for https://www.google.co.uk.
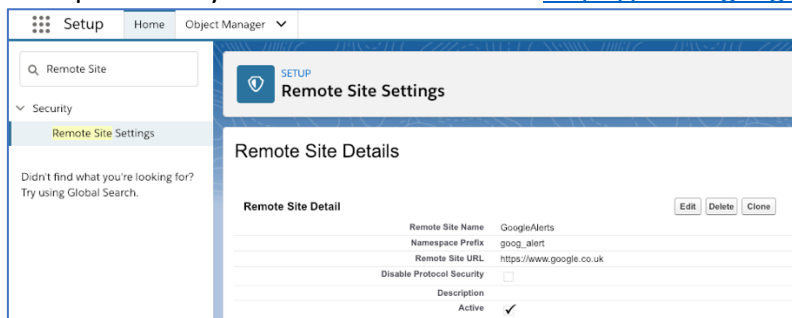
5) Now in Salesforce the configuration differs depending on whether you are adding
   the component to a page with a static URL (such as the homepage) or if you want
   the URL to be stored in a field on the object and have it change based on the record
   you are looking at.

Homepage (or other page where the URL is constant)	Account Record Detail Page (or other page where the URL is dynamic)
In the case of a static URL, simply drag the component 'Google Alert RSS Feed' into the Lightning App Builder page and specify the URL from step 3 in the 'Feed URL' attribute.	The Package has added a field called Google_Alert_URL__c to the Account object, just add this to the Page Layout to allow users to update this value.
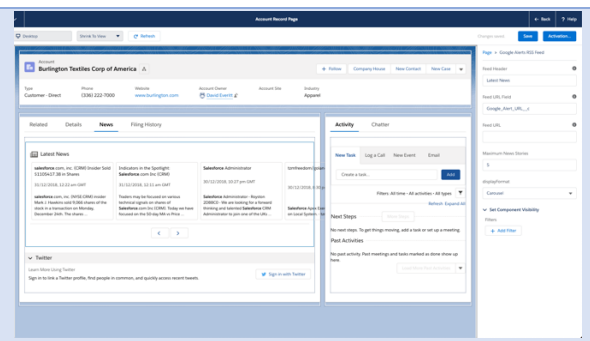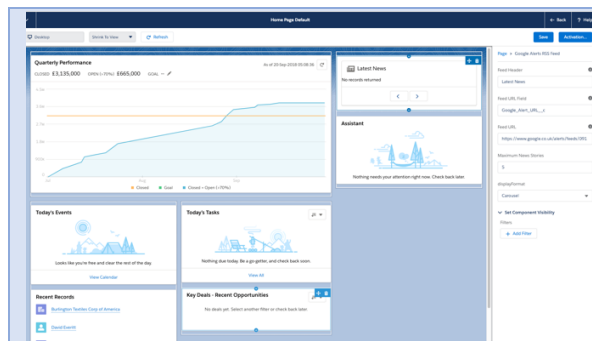
Then drag the component to the Record Detail Page in the Lightning App Builder and specify the field required in the 'Feed URL Field' attribute.

This can also be done on other objects, but you'll have to create the field yourself. A formula field on Opportunity that references the Account field might be useful.