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Volume 10

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## Excel - Centering Text

I get a lot of questions from people that are confused on how to best center a title (text) in a spreadsheet either within one column or over a series of columns. I find many people try using spaces in front of the text to get it to center – please don't do that anymore!

In the sample sheet shown below we have used the two methods of centering text to make the sheet look organized – centering within one column and center/merge (centering text across multiple columns).

**Centering within one column** (in the sample below it's the three columns with the blue headers). With your cursor in the cell where you want the text to be center, either choose the center paragraph button on the menu bar or using the menu - Format, Cells, Alignment (tab), and choose under Horizontal - Center Across Selection.



**Centering across multiple columns** (the top three title lines on the sample were done with this method). Put your cursor in the cell with your text, then hold down shift and drag your mouse across the other columns (within the same row) where you want the text to appear. Click the Center/Merge button or from the menu choose – Format, Cells, Alignment (tab), and check Merge Cells.



	A	B	C
1	<b>2012 MARDI GRAS PARTY - VOLUNTEER SIGN UP</b>		
2	Saturday, February 25, 2012		
3	Sign up for any of the three slots below - all shifts include time with the people we are serving. Any time donated is appreciated!		
4			
5	Preparation and Serving 4:00 - 6:00 PM	Serving and Busing Tables 6:00 - 8:00PM	Busing Tables and CleanUp 8:00 - 10:00PM
6			
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**To turn off the center/merge** – highlight the merged cells and either click the Center/Merge button again (turns it off) or using the menu – Format, Cells, Alignment (tab), and uncheck the Merge Cells.

Using the center/merge method does have some restrictions that you will want to remember:

1. It works best with one row and multiple columns. If you choose more than one row you could end up with data merging that you don't want. I advise creating these center/merges one row at a time.
2. Once you have merged columns, if you want to insert a column between them you may not be able to do it – if this is the case, simply turn off the center/merge as described above and insert the column, then highlight and re-center/merge.
3. If you add a column to the left or right of the highlighted area and want to add that column to your center, just put your cursor on the center/merged text and turn off center/merge, then highlight the columns you want to include in the center and turn on center/merge again.

Try these tips next time you need to center text in an Excel sheet. If you need more assistance with Excel, contact us at [info@aapk.com](mailto:info@aapk.com) to help you.

**Amy's Biz Tips are b  
to you by AAP  
who can also help  
you with:**

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- Content Management Wet
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

## Using Google Alerts

Want a quick and simple way to find out daily what is new on the web about your brand, competitor or favorite topic? Using Google Alerts you can receive an email alerting you to information about the key words/topics you have chosen.

Google Alerts is a simple system – you tell Google the term/keywords you are interested in tracking and daily Google searches content such as web pages, newspaper articles, or blogs for matches to your term. If it finds a match, Google will summarize and send you an email with a link to the new content. Depending on the popularity of the keyword you may get a daily email or one once in a while.

It's a great way to track:

- **Your brand/product** - find out who's talking about your product or where did it appear in the news.
- **Your competitors** – see what is new with them, what others are saying about them
- **Your online marketing efforts** – is your campaign being discussed, how often and what is being said
- **Your trademarked names** – be sure your intellectual property is not being used improperly
- **Your favorite team or news story** – discover what's developing and keep up-to-date with your favorite player.
- **Yourself** – if you are a celebrity (even in your own mind) you can see if any one mentioned your name on the web

**Success with Google Alerts** - tracking trademarked names: one of our clients is a book author and has a few trademarked names for her books and programs she runs. By using Google Alerts we have become aware of a few groups using her trademarked names for purposes not related to her. We have been able to contact them and let them know they are using the name without her permission. Using Google Alerts has given our client the ability to keep the integrity of their trademarked names without much effort.

### How to get started using Google Alerts

- go to <http://www.google.com/alerts>
- Enter a query that you're interested in.
- Choose your results types (newspaper, blogs, etc), now often to receive and how many results.
- Enter your email address
- Hit Create
- An email will be sent to you to verify your request, simply follow the instructions provided and enjoy your alerts.
- Let me know what you are using Google Alerts for and the results. If you need help navigating the web, contact AAPK at [info@aapk.com](mailto:info@aapk.com) for help.

## You Have To Laugh

Video: Crow Sledding on Roof Top:

<http://www.grindtv.com/outdoor/blog/32422/sledding%20crow%20in%20russia%20soars%20to%20internet%20stardom/>

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