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**Excel - Fitting Text in Cells**

**[Check Your Web Analytics](#)**

**[You Have To Laugh](#)**

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## Excel - Fitting Text in Cells

While Excel is great for calculating numbers it's also great for using text to create lists, forms, reports and other documents. But sometimes getting your text to fit correctly can be problematic. So read on to learn some simple tricks to make your work easier.

When you enter text into a cell in blank worksheet the text will show up in that cell and may overflow into the next cell(s). Even though it shows in the other cells, the text is actually fully contained in the cell you entered it into. Now, if there is any data in the adjacent cells they will block the inputted text (see second entry in the sample below).

	A	B	C	D	E
1	Writing text in a cell that is too long for the cell size				
2	Writing text in a cell that is too long for the cell size				
3	Writing text in a cell that is too long for the cell size	Data in column blocks text cell			
4	Text merged across multiple cells				
5	Text merged across multiple cells				
6	Text merged across multiple cells				
7	Wrapping text in a cell				
8	Text merged across multiple cells				
9	Using hard returns (Alt-Return) to get text to fit				
10	Text merged across multiple cells				
11	Change the font size				
12	Text merged across multiple cells				
13		Adjust the width of the column			
14	Text merged across multiple cells				

Here's how to make cell adjustments (see the samples above):

- **Merge cells** – highlight the cells that will be affected and then go the Home Tab and choose Merge and Center.
- **Wrap text** – highlight the cell or cells and right click and choose Format Cells, Alignment, under Text Control click Wrap Text.
- **Hard return** – As you type, press the Alt and Return key to create a hard return within your text
- **Change the font** – Go the Home tab and adjust the font size
- **Adjust the width of the column** – put your cursor to the right of the column that you want to stretch, when you see a line with two arrows

Hope these quick tips help you and as always I encourage you to play around with the different options.

If you have a Excel or other MS Office projects that you need help with – contact us at [info@aapk.com](mailto:info@aapk.com) for assistance.

## Don't Forget to Check Your Web Analytics

If you have a web site and aren't checking your web analytics at least once a month you are doing your business a huge disservice and are missing a lot of valuable marketing information.

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- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

Web Analytics (such as Google Analytics) give you great insight into the weekly traffic on your site and is a way to monitor any current promotions or marketing efforts. You will want to look at the following basic items:

- Visits = how many times your site was requested from the server. This can include revisits during the same time period
- Unique visitors = visitors that have not visited your site previously
- Page views = how many pages were viewed (this can include revisits or page reloads)
- Pages/visit = compares the visits to page views – giving you an average of how many pages visitors on average reviewed on your site.
- Average visit duration = how much time the visitors spent on your site
- Bounce rate = a percentage of visitors that left your site from any page.
- % of new visits = visits vs unique (new) visitors

Some of this information might seem overwhelming, but after you review the data a few times you will begin to see patterns and you will become more comfortable with crunching that data – be careful – it can become an addiction!

If you need help with your analytics or Google Analytics contact us at [info@aapk.com](mailto:info@aapk.com). We have been helping clients monitor their data and have created specialized reporting systems for key items that are programmed into their sites.

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## You Have To Laugh

Funny Video: A bear follows you to the car?

<http://www.cnn.com/video/data/2.0/video/us/2014/01/25/dnt-black-bear-caught-on-front-porch.ktla.html>

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