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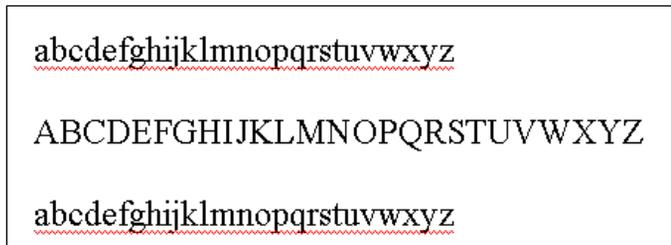
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Word - Using it to Find Symbols

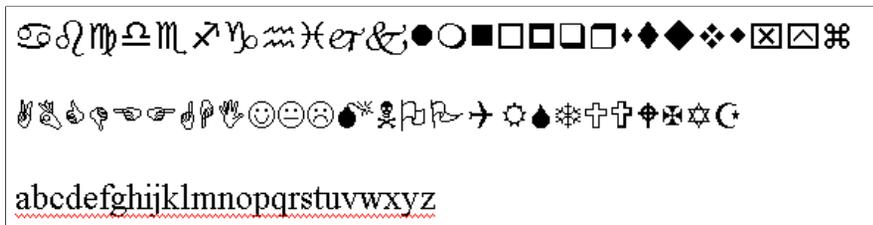
When looking for symbols to use for bullets, to indicate a scientific notation or create a decoration there are several standard fonts (such as WingDings) you can use. But do you know which characters on the keyboard create which symbols? Learn a quick and easy way to use Word to figure it out.

Each symbol is associated with a keyboard character (e.g. a-z, A-Z, ~, 0-9, =) and you can use some of the features in Word to create a guide to the symbols. Here's how to do it:

- Type the alphabet a-z in lower case (note – after creating the lower case list – Word may automatically change the “a” to a capital letter, just go back and edit it)
- Copy this line two times below the first line



- Highlight the second line and using Format, Change Case, change the case to Uppercase.
- Then highlight the first two lines (lower case and upper case) and choose the symbol font of your choice (I used WingDings for the sample below)



Now you can see that a lower case “l” creates a solid circle and a upper case “L” gives you a sad face. Play around with the differet symbols fonts on your system to see how many are available.

NOTES:

- Unfortunately, when you type in numbers or special characters (e.g. 1, 2, 3, ~, !, =) the change case feature does not work, so you will have to type these in on each line separately.
- Try to avoid using these fonts types on the web, they don't always translate correctly if the viewer does not have that font type on their system. If you need to use them, use a graphic (and see the article below).

If you need help working with an MS office project contact me at info@aapk.com I have years of experience and can help you.

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SEO and Graphics with Text

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Are you concerned about your SEO for your web site? Do you understand how the search engines review your site? Do you use graphics that contain text? If so read on to learn tricks to help your ranking.

Search engines crawl web sites and read the text – if you have text in graphics it's not going to be read and recorded. Case in point - the other day I was at a client's office reviewing their web site and noticed that they had pop ups that described what they do, but they were done as graphics! So, their key words were embedded in these graphics and hence the search engines weren't registering these words, and they were wondering why their site was not doing well on the rankings!

One reason this might have been done was to maintain the look of specialized fonts. Fonts are tricky on the web, if a viewer does not have the font on their system that the web page calls for, it will default to a basic standard font (such as Times New Roman or Arial).

If you don't know if the text will be read by the search engines, put your cursor over the text and if you are able to highlight the text, it's pure text, if not, it's in a graphic.

To alleviate this problem, don't put text in graphics that are necessary for the search engines! Or you could add the text information to the Alt Tag of the graphic – this will help the search engines understand what the graphic contains.

If you need help with your SEO or web site contact me at info@aapk.com, I have been working with web clients for over 17 years!

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You Have To Laugh

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Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

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