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Word - Keyboard Navigation

Finding Blog Content From Your Competitors

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Excel - Function Keys

Sometimes, when working within a Word document (as you are typing) it's easier to use the keyboard than the mouse to move around the document. Yes, you can use the arrows to move around, but by combining key strokes you can move the insertion point around by word, line, paragraph, screen, page or start/end of the document.

Press These Keys	The Insertion Point Moves
Right/Left Arrow	One character or space at a time (right or left)
Ctrl+Right or Left Arrow	One word to the right or left
Up/Down Arrow	One line up or down
Ctrl+ Up or Down Arrow	One paragraph up or down
Page Up or Down	Advances one screen up or down
Ctrl+ Up or Down Page	To the beginning of the next or previous page
Home or End	To the beginning or ending of a line
Ctrl+Home or End	To the beginning or ending of the document

Play around with these keys next time you are working in a document, you'll find these help you a lot.

Try these functions keys out and see how they work. 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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Finding Blog Content ... From Your Competitors

If you are responsible for providing the content for your web site, blog or newsletter you know it can be a chore to think of new and interesting information every week or so. Why not troll your competitors' site and blogs for ideas and what content is working.

Recently I ran across an article that outlines five ways to research your competitors' content and tools to help you do that..

Here is a summary of the five items:

- **Identify the Most Shared Content** – find out what they are posting, if it's working and how others are reacting to it.
- **Examine Keyword Rankings** – check the ranking of your competitors blog keywords for more ideas
- **Find the Highest Ranking Content** – use tools to review the ranking of their websites.
- **Monitor Content-Related Conversations** – look up conversations related to blog content by a specific brand
- **Discover the Best Backlinks** - research who is linking to a competitor's blog content and which of those links are the best.

To see the full article click here - <http://www.socialmediaexaminer.com/research-competitor-blog-content/>

Amy's Biz Tips are brought

If you need help writing content or coming up with content ideas, contact me at info@aapk.com, I have years of experience.

You Have To Laugh

A Toddler Tries to Get His Point Across to His Mom ... <https://www.youtube.com/watch?v=aleuSA6WA5k>

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