



[Subscribe](#) to [Amy's Biz Tips](#) e-newsletter.

[Archive](#) of Amy's Biz Tips.

March 29, 2012

Volume 20

**Excel - Mouse and Keyboard Tricks**

**[What is the Purpose of Your Web Site?](#)**

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

2 people recommend this. Be the first of your friends.

## Excel - Mouse and Keyboard Tricks

Excel allows you to use the keyboard to get to specific options and navigate around your spreadsheet faster.

### Accessing Menu Options - using the Right Click:

When you right click in a cell or row/column you are presented with a menu of different tools you can use to manipulate that cell or column/row. Choose to copy, paste, insert, make a comment, format the cell, etc.

### Moving around your spreadsheet quickly:

*Cntrl, Home* – will move you to the top left of your spreadsheet (usually A1, unless you have Split or Frozen panes – then you will be put in the top most left corner of the split or freeze).

*Cntrl, End* – this will put you at the bottom right of the working area of your spreadsheet.

*End, down or up arrow* – moves you to the last entry in the bottom or top of a list or column.

*End, left or right arrow* – moves you to the first (left arrow) or last (right arrow) entry within a row.

### Highlighting:

*Random Cells/Rows/Columns* - Using Cntrl and a click of your mouse you can highlight cells or rows/columns that are not next to each other. Just hold down the Cntrl key and keep clicking to highlight all the items you need. See the sample below – notice how different cells are highlighted in blue? These cells can now be copied, pasted, formatted, or anything else you need to do with them.

	A	B	C	D
1	Address	City	State	Zip
2	325 New Haven Ave	Macon	AL	78435
3	56 South Broad Street	Stafford	MS	23415
4	107 Broad Street	Milford	NY	11220
5	333 Lordship Blvd	Stratford	CT	06615
6	1718 Boston Post Road	San Diego	CA	98760
7	767 Bridgeport Avenue	Battlefield	VA	57836
8	734 Bridgeport Ave	Omada	NY	13445
9	365 New Haven Ave	Milford	CT	06460
10	PO Box 562, 55 Marsh Hill	Orange	CT	06477
11	PO Box 562, 55 Marsh Hill	Orange Grove	FL	65789
12	11 Eder Road	West Haven	CT	06516

*Series of Cells/Rows/Columns* - Using Shift and your mouse you can highlight a series of cells/rows/columns without having to pick each one. Just hold down the Shift key, click on the first column and then click the last column and now all the columns in between are highlighted as well.

### Moving between work sheet tabs:

Hold down Cntrl and use the Page Up, Page Down buttons to move from sheet to sheet within your workbook.

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- [Web Design](#)
- [Content Management Web Sites](#)
- [Graphic Design](#)
- [Print Design](#)
- [Social Media Marketing](#)
- [Creative Marketing Ideas](#)

Enjoy these tricks and impress your friends and co-workers with how quickly you can traverse through your Excel documents.

If you need help with an Excel project, contact us to help at [info@aapk.com](mailto:info@aapk.com).

---

## What is the Purpose of Your Web Site?

Is your company on the web just because their competitors are, but you or they don't know the purpose or goals of their web site? This is a common mistake that many companies make – they are anxious to get their web site up but don't consider key marketing factors before creating the site. A lot of times this is due to management wanting a web presence, but they don't have in-house marketing expertise to focus them. Not thinking about the goals for your web site is a large mistake that can cost you a lot of money in the long run.

After years of dealing with clients that don't have a focus on the purpose of their web site, I have come up with 5 important questions that I ask my clients to clarify what they want to achieve; whether it's a new site, a redesign of an existing site or for planning social media marketing.

- **What is the goal(s) of the site?** To gain online sales (e-commerce), lead generation, prompt inquiries, provide information, in-store sales, use for selling advertising, offer help, find job candidates, etc. Without a goal you won't know when you've been successful - so take the time to decide what the main and supplemental goals are for the site.
- **Who are your target customers?** Think about age, male/female, income level, marital status, do they have children, where do they live, what are their interests, web habits, buying habits, etc.
- **What are the key words and phrases** that you want people to find you by in the search engines? This is very important because search engines base part of their rankings on words that are in your site that match what users enter as their search words. You want to sprinkle these words in your text, often and carefully. Be cautious though, because you can be penalized by the search engines for being overzealous if you try to hide or seem to over use the key words.
- **How are people going to find your site?**
  - Will you be relying mainly on the search engines
  - Are you going to use social media to drive traffic
  - Are you relying on other advertising such as print or radio ads, signs, personal contact, etc.
  - Or a combination of all these and more
- **How are you going to monitor your site's progress** to track your goals and what are the key elements you want to track? While this is not necessary for the initial design of your site, it's important to think about as the design develops.

For instance if you wanted to sell online, a specialized piece of sports equipment for soccer enthusiasts the answers might be like these:

1. Your goal is to garner online sales and provide soccer news to readers.
2. Your target market would probably be teens to adults in their 30's (while their knees are still working), both male and female, they can live any where in the world, and are most likely they use the web and social media on a daily basis.
3. Key words or phrases might be – soccer, practice, goalie, improve, stamina, field, kicking, range, agility, training, youth, ball handling, etc.
4. You are going to use a combination of social media marketing and search engines to drive visitors to your site.
5. Since your goal is sales – then you would want to monitor visits to the site, visitors to the shopping cart, orders started but not finished, orders placed, where the users came from (search engine, typed in your URL, came from another site) and maybe where they live. One of the best and free ways to monitor your web site is using Google Analytics.

Amy's Biz Tips are brought  
to you by AAPK  
who can also help  
you with:

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

Now that you have answered these questions it's much easier for you and your web/marketing team to help you make a web presence that is valued by your customers and drives you towards your goal. Contact us at AAPK if you have questions about any of these steps. We can help you focus your web site and assist in achieving your marketing goals. Contact us at [info@aapk.com](mailto:info@aapk.com)

---

## You Have To Laugh

Video: What Pi sounds like set to music - [http://www.youtube.com/watch?v=YOQb\\_mtkEEE](http://www.youtube.com/watch?v=YOQb_mtkEEE)

[Unsubscribe](#) from Amy's Biz Tips e-newsletter.

[Home](#)   [Web Design](#)   [Social Media](#)   [Print Media](#)   [Consulting](#)   [About AAPK](#)

Contact us - 203-305-3124 or at [info@aapk.com](mailto:info@aapk.com)

AAPK - 45 Shadyside Lane, Milford, CT 06460

AAPK © 2015