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## Excel - Using Paste Special

Using Paste Special in Excel makes it easy to paste text, formulas, values and other items into Excel while keeping the format you want. You can also specify a mathematical operation, if needed, to your copied data.

Let's say you have a column of formulas and you want to copy the results of the formula (not the formula itself) into another sheet. To make this happen you'd do the following:

- Highlight the range of data to be copied
- Using Edit on the menu bar (or a right click) choose Copy.
- Move to the area or spreadsheet where you'd like to paste this information, put your cursor on the cell where the data will go.
- Using Edit on the menu bar (or a right click) choose Paste Special.
- Under Paste choose Values (this will paste only the value of the copied range and not the formula) and hit OK.

The other options in **Paste** yield the following results:

- All - Pastes all cell contents and formatting.
- Formulas - Pastes only the formulas as entered in the formula bar.
- Values - Pastes only the values as displayed in the cells.
- Formats - Pastes only cell formatting.
- Comments - Pastes only comments attached to the cell.
- Validation - Pastes data validation rules for the copied cells to the paste area.
- All except borders - Pastes all cell contents and formatting applied to the copied cells except borders.
- Column widths - Pastes the width of one column or range of columns to another column or range of columns.
- Formulas and number formats - Pastes only formulas and number formatting options from the selected cells.
- Values and number formats - Pastes only values and number formatting options from the selected cells.



To take this a step further, let's suppose your data contains the results of last month's sales figures and you want to add that data to the YTD total data that exists on another spreadsheet. Using the Operations option (below the Paste options) you can do this simply by choosing Add. (Notes: after you copy cells, a moving border appears around them to indicate that they've been copied. Also if you want to link the pasted data to the original data, click Paste Link – this will enter an absolute reference to the copied cell or range of cells in the new location.)

The **Operations** options will give the following mathematical result (remember mathematical operations can be applied only to values):

- None - Pastes the contents of the copy area without a mathematical operation.
- Add - Adds the values in the copy area to the values in the paste area.

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- Subtract - Subtracts the values in the copy area from the values in the paste area.
- Multiply - Multiplies the values in the paste area by the values in the copy area.
- Divide - Divides the values in the paste area by the values in the copy area.

#### Additional Options:

- To avoid replacing values in your paste area when blank cells occur in the copy area, select Skip blanks.
- To change columns of copied data to rows, or vice versa, select Transpose.

Paste special is also available in Word, PowerPoint, and many other programs – each offers different options. For Excel depending on the type of data that you copy and the Paste options that you select, specific options may be unavailable.

At AAPK we are experts at creating unique reporting systems with Excel. Contact us to talk about your project at [info@aapk.com](mailto:info@aapk.com)

## All Things Google - Part 1

Google is a word synonymous these days with the web. It has become a generic word like Kleenex and Band-aids – how often have you heard someone say “I googled it”? Over the years Google has expanded beyond a search vehicle and offers many different products that help businesses manage and promote their online presence.

First a bit of history, Google was begun by Larry Page and Sergey Brin at Stanford in 1995. As computer science grad students they began collaborating on a search engine called BackRub that operated on Stanford servers for more than a year.

Why the Name Google? In 1997 Larry and Sergey decided that the BackRub search engine needed a new name. After some brainstorming, they decide on **Google—a play on the word “googol”** a mathematical term for the number represented by the numeral 1 followed by 100 zeros. The use of the term reflected their mission to organize a seemingly infinite amount of information on the web. I would say they have achieved what they set out to do with Google!

In the years since Google has added a variety of services to help businesses benefit from the web. Some of the ones we will be discussing in this series include:

- **Google Analytics** – web statistics for site traffic and visitors. This free service delivers invaluable data that is fun for someone that revels in statistical information (like me)!
- **Google Alerts** - a quick and simple way to find out daily what is new on the web about your brand, competitor or favorite topic. See the [January 19, 2012](#) issue of [Amy's Biz Tips](#) for an explanation of Google Alerts.
- **Website Optimizer** - use to test and optimize site content and design.
- **Web Master Tools** – ways to submit your site to Google (one is free, the rest are paid services)
- **Google AdWords** – for site promotion (also called pay per click). AdWords has a free database rich with keyword search history.
- **Social Media - Google +** - this fairly new service is gaining popularity and offers many fun social and business applications.
- **Google Site Search** – add a google search button to your site.

To see a full list of Googles services – click here - <http://www.google.com/services/sitemap.html>

Not only do businesses benefit from these services but Google benefits in profits (from advertising) and gains valuable consumer information which includes a rich database of web surfing patterns. It's actually a bit scary when you realize after using these services how much information Google has gathered over the years. It's almost mind boggling!

In the next issue we will discuss Google Analytics – because you have to start by understanding the history of your web traffic to determine where to move forward.

If you have questions on any of these Google services please contact us at [info@aapk.com](mailto:info@aapk.com). We have been helping our clients use these services successfully.

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