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**PowerPoint -
Formatting Bullets**

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PowerPoint - Formatting Bullets

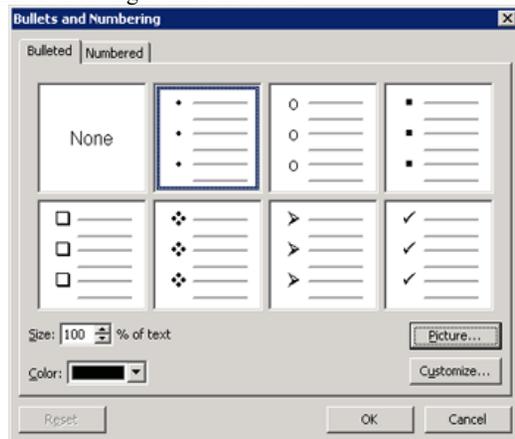
Have you found yourself frustrated with PowerPoint when you add a list of items and set them to bullets or numbers – but the bullets aren't the right look, size or color? Or what you really want to do is add in your own bullet using a graphic?

Any time you choose to use bullets or numbered lists, the look, size and color of the bullet will be based on the template file you are working with. Template designs are set up to maintain a consistent look to a presentation (see issue 2 for further information).

To change an existing kind of bullet or numbered list, highlight the list that needs to be bulleted. In your menu bar, click on Format, Bullets and Numbering. A window will appear with the various options you have (see screen shot of the window below).

Bullets:

You can choose from the standard bullets. If you don't like the choices shown, click Customize to choose from a variety of symbols installed as fonts on your system. From here you can get creative by adjusting the size % of the text (the bullet or number) and/or choosing a different color.



not adjust color on a graphic.

Numbering:

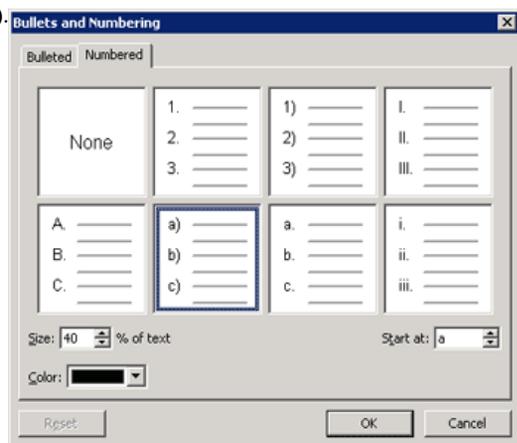
There are fewer options when using numbered lists. But you can adjust the Size % of the text, the color and the starting number or letter (see screen shot of the window

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If none of the choices above are satisfactory, click Picture to see or search the preloaded graphic choices or you can import one of your own. After you have made your choice you can further adjust the size of the graphic by highlighting the list again and clicking Format, Bullets and Numbering from the tool bar. Use the Size % of text to reduce the graphic bullet. Note that the color choice area is grayed out – you can

below).



Don't be shy about playing around with the different options, you can always use Edit Undo (or CTRL Z) to get back to where you started.

If you have questions or need help with PowerPoint design and presentations, please contact us at info@aapk.com we have tons of experience.

Google Analytics - Tracking Visitors

Understanding your web traffic is vital these days to any company with a web site. Knowing how many have visited, where they came from, and what they did is key to determining what is working or not working on your site and with your promotional activities (be it social, newsletters, PR, or other advertising). Google Analytics is a free tool that gives you the ability to monitor and report on a slew of useful information.

Your first question may be – why would Google give out this great tool for free?

There must be a catch. Well, the catch is that by offering web site owners this tool Google is able to build a huge database of information about how web users view sites and their habits. It's a gold mine of information for them as they continue to improve your Google web searching experience.

Yes, knowing they are keeping this information might seem a bit obtrusive to you and your viewers – but don't worry, the information Google gathers is the same information that web servers have been gathering for years – they used to called log files.

How to Get Google Analytics

Google Analytics is available if you have a Google account (which is also free). So if you aren't a Google user (either with Google + or with another Google product), sign up by going to Google.com. Once you have a Google account you can sign up for a Google Analytic account. To do this go to Google.com click Business Solutions on the bottom right of the screen, and choose Optimize Your Web Site. From there you can Create an Account (orange button on top right).

You will be asked some simple questions like your web site address (there are options for more advance coding, but I will not go into that here). Google will create code that is specific to your site that needs to be put into your web site. Their instructions are not bad and simple to follow. Note: only the person(s) that can make coding changes to your site (like your webmaster) will be able to install this code. Once the code is installed Google will begin tracking your web traffic.

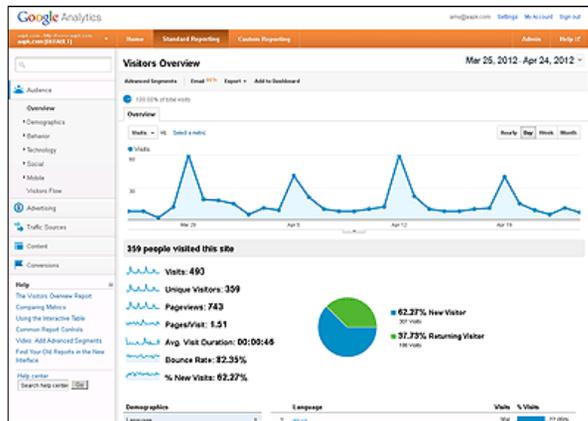
What Does Google Analytics Track?

Google tracks a ton of great information. If you are one that loves data, then Google Analytics is right up your alley. In this article I will touch on just some of what Google Analytics offers.

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When you enter Google Analytics the best place to go first is the Overview (see the shot of my Google Analytics Overview screen below). In the upper right corner you will see the dates that this overview is reporting on – you can easily choose other date ranges.



In the Overview you will see a line graphic representation of visits. You can change this graph to show any of the other items listed below by clicking on the down arrow where the button now shows Visits (mid upper left):

- **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/visits** = 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 visitors spent on your site.
- **Bounce rate** = a percentage of visitors that left your site (closed the browser, went to another URL, etc) from any page.
- **% of new visits** = visits vs unique visitors.

From here you can drill down deeper using the left navigation to choose from a ton of other information. Some of it is more useful than others depending on your goals.

- **Audience** – includes: Overview (discussed above), Demographics (location, language), Behavior (new vs returning viewer), Technology (browser, operating system), Social (use to track social campaigns), Mobile (visitors using mobile devices and type of devices) and Visitors Flow (shows you graphically how viewers are traversing through your site).
- **Advertising** – this ties into Google Adwords. We will discuss Adwords in an upcoming issue.
- **Traffic Sources** – under this category you can find: Sources (direct traffic, referrals), Search Engine Optimization (requires Webmaster Tools to run), and Social (sources, pages visited, conversions).
- **Content** – more great information: Site Content (landing pages, drill down, exit pages), Site Speed (page and user timing), Site Search (search terms used to find your site), Events (events on your site per page and page title), Ad Sense (we will discuss this in an upcoming issue), and In-Page Analytics (ability to see pages on your site and the specific analytics that apply to that page).

Other Stuff It Does

Google offers you the ability to create custom reports – using a variety of variables to see your data more clearly or export it for further analysis. You can also add standard or custom reports to your Dashboard, add another account (if you track multiple sites), and control who can access your Google Analytics.

You will be amazed at how much useful marketing information you can garner from these reports. You may find that some pages on your site are not working the way you had hoped – like in getting viewers to fill out an inquiry form or visitors are leaving your site from a specific page or viewers are coming from a different geographic area than you thought..

Phew ... that was a lot of information in a quick fashion – are you overwhelmed yet?? Google Analytics can be very overwhelming but if you keep playing with its features you will be in data analysis heaven. Warning: It can become addictive!!

If you need help with Google Analytics contact us at 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.

You Have To Laugh

Video: Frog Sitting on a Bench Like a Human - <http://www.youtube.com/watch?v=SKRgktzRvZ0&feature=g-logo>

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