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Excel - Using Save As

Have you ever been asked to save an Excel file into another format – such as .csv, .txt, or an older version of Excel?

By using Save As from the File menu you can choose the file type you'd like (File, Save As, Save as type – below the file name). There are many format varieties to choose from – on my system I have 39 types available. They range from simple file formats to older versions of Excel to less common formats for specific types of programs.

Let's review some of the more important ones:

- **.xls – MS Excel Workbook.** This saves your file as an xls workbook – most commonly used.
- **.csv - comma-separated values.** This file stores numbers and text in a plain-text form and other programs can access the data. It uses commas to separate the data (columns in Excel). Note when you save a file this way Excel will only save the current worksheet and not the whole workbook (other tabs).
- **.txt – text file.** This format for files consists of text usually containing very little formatting (e.g., no **bolding** or *italics*) and uses tabs to separate the data (columns in Excel). Files with the .txt extension can easily be read or opened by any program that reads text – making it universal. Note when you save a file this way Excel will only save the current worksheet and not the whole workbook (other tabs).
- **.xlt – Excel Template.** A template can include formatting, styles (combination of formatting characteristics, such as font, font size, and indentation), macros, and custom toolbars. Great to use if you are going to create a series of workbooks that all need to be formatted consistently.
- **.html – Web Page** – If you need to save a spreadsheet as an HTML document to add to a web site – this is how you would do it.
- **.wk1 – wk1 (1-2-3).** I love that you can save a worksheet down to the first version of Lotus 1-2-3 (ok so I am a nerd!). I am not sure why you'd ever use it, but it's neat to know it exists.

Now you have the knowledge needed to save files in a variety of ways – play around with them to see what you get. If you have any MS Office project that you need help on, contact us at info@aapk.com.

Driving Traffic To Your Web Site

There are so many ways these days to attract people to your web site – long gone are the days of just relying on search engines for people finding your site. So don't limit yourself to just your web site - expand out.

Now through the use of social media and other marketing efforts you can reach more people and direct them to your site. Your web site is the hub of your on-line presence. It contains the majority of the content about your products or services and is where you ultimately want your customers to go for a many reasons.

By driving traffic to your web site, you are better able to track the viewers using Google Analytics – find out where they came from, where in the site they went, and how long

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they stayed. You can use that data to tweak your site to make it more engaging and user friendly.

Your web site contains a ton of content about your company than any other media outlet. Within Facebook, LinkedIn, You Tube, etc there is a limited amount of space and attention span for your message. So let your web site state the rest!

Use the diagram below as a visual reminder of the different avenues to let people know about your company and web site. If you put your hands over one or more of the side circles you notice you are greatly restricting your ability to get viewers to your site.



Like I've said before; using these outlets, takes time, effort, and consistency. Traffic won't increase immediately, you have to be patient. You may need to tweak your messages to find out what gets the best results. Keep a schedule for maintaining social media content, and stick to it – even if it's just a quick one line update. Also keep a record of your efforts so you can use them to track the results.

If you need help create a social media campaign or need to create a plan to connect social media and your web site more efficiently, contact us at info@aapk.com

You Have To Laugh

Video: Slow Motion Dance with Eyebrows <http://www.youtube.com/watch?v=Idwe4RE3DVk>

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