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Excel - Date Formatting

Everyone has a different way they prefer to see dates shown (08/30/12, 30-Aug, 8/30/2012, Thursday, August 30, 2012, etc). Some times your audience dictates the date format (for instance European's usually show a date as year, month, day). Excel makes it simple to change the format of a date for one cell, many cells or rows and columns.

Excel formats dates you enter based on the default settings, you can change these by taking the following steps:

Highlight the cell(s) or row and column that you want formatted differently, then

- Using version 2003 - Choose Format, Cells – this will bring up a tabbed window. Under the Number tab, click Date under Category and choose your type.
- Using a version above 2003 – Under Cells in the Ribbon, click Format and choose Format Cells this will bring up a tabbed window. Under the Number tab, click Date under Category and choose your Type.

Excel has another trick, that will complete your date entry with the current year – so if you typed 8/30 into a cell – Excel will display it as 8/30/12 (or however you have chosen to have the data displayed). This makes for quick entry of dates in the current year.

Have questions or projects requiring Excel expertise? If so, contact us at info@aapk.com

Steps to Social Marketing - Step 6 - Determining Key Words and Phrases

[Previous Steps:](#) [1](#) [2](#) [3](#) [4](#) [5](#)

Once you've completed [Step 5](#) this next step should be fairly fast and simple. You will need an arsenal of key words and phrases handy every time you create a campaign or put out a message.

By having these prepared it serves to focus your plan, will help raise your search results, provides you with appropriate Google Adwords for campaigns, and minimizes your struggle each time you create a social message.

Review your notes from the previous steps – these will be your guide to finding your key words and phrases. So, pick 7-10 key words and/or phrases that speak directly to your customers about your business, products or service.

Next test your list in a couple of search engines (Google, Yahoo, or Dogpile). Enter each one in the search box and look carefully at the results. Are your competitors showing up early in the results, are you seeing things that don't relate to your business, what words/phrases are your competitors using? Depending on what you find you may want adjust the key words and phrases and try again until you get the results that work for you.

You can also check the keyword volume for your words in the [Google AdWords tool](#) - and best of all it's free!

Now that you have your list refined – print it out and keep it next to your desk. Be sure that on your web site contains the appropriate words/phrases in the title for each page, in meta tags, and always use them intermingled with your content and messages.

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If you need help with planning for social marketing, contact us at info@aapk.com.

You Have To Laugh

Funny Video: Amazing jumping dog ... <https://www.youtube.com/watch?v=R-XEUTK7WP0>

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