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## Word - Bookmarks

Have you been given a large Word document that you need to reference in one or more places often? Instead of scrolling through the document to find it, add a bookmark that will take you there each time.

Think of it like a bookmark placed in a book. Word's bookmark identifies a location or selection of text that you name and identify for future reference. You can use it to mark a common marketing campaign statement or create a bookmark to identify text that you want to revise at a later time.

### Creating a Bookmark

1. Select an item (or place your cursor) where you need a bookmark.
2. On the Insert menu, click Bookmark.
3. Under Bookmark name, create the bookmark name. Bookmark names must begin with a letter and can contain numbers. Spaces are not allowed in a bookmark name – but, you can use the underscore character to separate words — for example, "Section\_1."
4. Click Add.

### Going to a Bookmark

1. On the Insert menu, click Bookmark.
2. Under Bookmark name, click the bookmark you want to go to.
3. Click Go To.

Options: you can sort the list of bookmarks by Name or Location. If you want to display hidden bookmarks, such as cross-references, select the Hidden bookmarks check box.

### Showing Bookmarks in Your Document – Word 2003

1. On the Tools menu, click Options, and then click the View tab.
2. Select the Bookmarks check box.

To turn off showing bookmarks, go back to Step 1 and uncheck Bookmarks.

### Showing Bookmarks in Your Document – Word 2007 and above

- Click the Office Button
- Choose Word Options (at the bottom of menu)
- In the left navigation, choose Advance
- Scroll down to Show Document Content Options and check Show Bookmarks.

To turn off showing bookmarks, follow steps 1-3 and uncheck Show Bookmarks.

*If you assigned a bookmark to an item, the bookmark appears in brackets ([...]) on the screen. If you assigned a bookmark to a location, the bookmark appears as an I-beam. The brackets do not print.*

### Removing a Bookmark

1. On the Insert menu, click Bookmark.
2. Click the name of the bookmark you want to delete, and then click Delete.

Do you have an MS Office project that you need assistance with? Contact us today to get help [info@aapk.com](mailto:info@aapk.com)

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## Steps to Social Marketing - Step 8 Monitoring Your Web Site Analytics

Previous Steps: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#)

Monitoring the web traffic resulting from your social campaigns can be done simply by adding Google Analytics to your web site. This free application will provide you with a wealth of information about visitors and the success of your campaign.

With Google analytics you can answer just some of the following questions:

- How many visitors viewed my site after I began my campaign?
- Are your viewers going to the pages you are directing them to?
- Where on your site are they going after that?
- Where are these people coming from (direct, FaceBook, LinkedIn, Google, AOL, Ask, etc)?
- How long did they stay on a page and the site?
- What city, state and country are your viewers from?
- And that's just the beginning – this is an analytical person's dream!

### 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](http://Google.com).

To get a Google Analytic account go to [Google.com](http://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 going into that here). Google creates code that is specific to your site that needs to be put into your web site. 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.

For more information on understanding and using Google Analytics [click here for my previous article](#) on this subject.

If you need help with Google Analytics or social marketing contact us at [info@aapk.com](mailto: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.

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## You Have To Laugh

Fun Video: Seattle Children's Hospital - Cat Loving Patient Gets Surprise - [http://www.youtube.com/watch?v=AlIHxYTqbf4&feature=player\\_embedded](http://www.youtube.com/watch?v=AlIHxYTqbf4&feature=player_embedded)

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