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**Excel - Viewing and Printing Gridlines**

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## Excel - Viewing and Printing Guidelines

Last week I had a client ask me how to print an Excel sheet without the spreadsheet's gridlines printing. This grid can be seen on the screen and may appear when you print your spreadsheet.

People often confuse borders and gridlines. Excel's rows and columns automatically create a grid. Gridlines cannot be customized in the same way that borders can (see [June 7, 2012](#) issue for explanation on borders). Gridlines are very helpful when creating your spreadsheet, but there are times when you don't want to see this grid on the screen or when printing.

Gridlines and Borders					No Gridlines and Borders				
Name					Name				
Address					Address				
Email					Email				
Phone					Phone				
	Package	Price	Quantity	Total Price		Package	Price	Quantity	Total Price
	1/4 LB	\$ 7.00				1/4 LB	\$ 7.00		
	1/2 LB	\$ 12.00				1/2 LB	\$ 12.00		
	1 LB	\$ 18.00				1 LB	\$ 18.00		

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To remove the gridlines from view (in 2003) go to Tools, Options, in the View tab click off Gridlines. In 2007 and above, on the View tab, in the Show/Hide group, clear the Gridlines check box.

To turn on or off the gridlines for printing in 2003 go to File, Page Setup in the Sheet tab (under Print) check or uncheck Gridlines. In 2007 under the Page Layout tab in Sheet Options there is an area for Gridlines that allows you to turn on and off in View or Print.

If you have any questions or projects that you need help with that require Excel or another MS Office product, contact us at [info@aapk.com](mailto:info@aapk.com).

## Steps to Social Marketing - Step 12 Analyze Your Efforts

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Once you've begun your campaigns you need to track them and the results to insure your message is hitting its target. I suggest keeping a weekly journal (I prefer using Excel) to monitor all your activities.

If you are doing an email newsletter – keep track of how many recipients it goes to each time, new subscribers, unsubscribers, bad addresses and time and date it goes out. Hopefully you are pushing your readers to a specific page or pages on your web site.

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When using Facebook you can track likes, visitors and responses to posts. Same goes for Twitter, Pinterest and other social outlets.

To track the activity on your web site – you need to install Google Analytics as soon as possible. It's best to do this even before your campaign begins so you can see current activity to use as a baseline. For information about Google Analytics see the [April 26, 2012](#) issue.

We have one client, a health club with many locations, who asked us earlier this year to create an Excel Dashboard that culminates key Google Analytics data for upper management to quickly see what's happening with their web traffic. It shows which facilities are using the web site to their advantage, how many are visiting each page, and how many inquire about a specific location. Since this was created we have noticed patterns in page views that we brought to the attention of management. Seeing these patterns resulted in some changes to certain pages that now give the visitor a more simple and pleasant browsing experience.

Depending on your campaign, you may or may not be able to match inquiries or sales to each campaign component, but tracking this type of data may help you connects the dots.

At AAPK we can help you create, execute and or track your Social Marketing plan. Contact us today at [info@aapk.com](mailto:info@aapk.com) to find out more.

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## You Have To Laugh

Funny Video: Flashmob - 9th symphony - [http://www.youtube.com/watch\\_popup?v=GBaHPND2QJg&feature=youtu.be](http://www.youtube.com/watch_popup?v=GBaHPND2QJg&feature=youtu.be)

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