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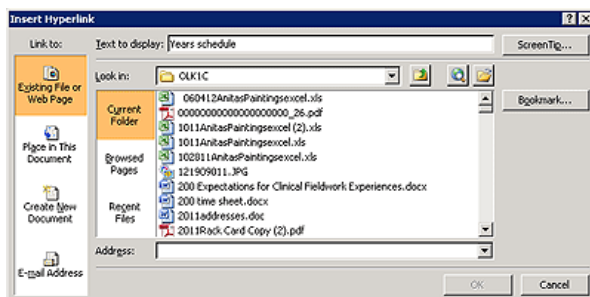
PowerPoint - Creating Hyperlinks

Did you know that you can add hyperlinks within PowerPoint? With these you can create an interactive menu to the slides, link to an external source, or different file type.

Hyperlinks can be either attached to text or a graphic. The links become active when you are running the presentation, but not in edit mode.

To create a link, highlight the text or graphic for the link and use Insert, Hyperlink.

- 2003 from the menu bar click Insert, Hyperlink
- 2007 and above – go to the Insert tab and click Hyperlink



A pop up window will appear giving you multiple options:

1. Screen Tip – text that will appear when you put your mouse over the link
2. Bookmark – choose a place within the existing document. This is the same as choosing “within this document” on the left.
3. Existing File or Web Page - browse for the specific file or web address
4. Place in This Document – same as Bookmark (and you’ll notice that the Bookmark button disappears when you choose this option)
5. Create New Document – give it a name, choose where to save it and if to edit now or later.
6. Email Address – specify an email address and subject line. This is great to use as a contact us feature in your presentation.

We use PowerPoint often to create training documentation for clients because PowerPoint has many features that make it easy to add things like screen shots, graphics and text. In doing so, we include a navigation page with internal links to other slides within the presentation or other documents.

If you need help with a PowerPoint project, please contact us at info@aapk.com.

Web Design - Flash: Cool or Passe?

Is Flash still cool or passe in web design? It’s still cool, but is used now as a compliment to web design vs the bygone days. Ten years ago Flash was everywhere from the home page with music to the whole site – and it was annoying!

Thankfully, Flash has evolved into a usable and creative web application for web sites that used properly can give wonderful results. But, it has its

Unfortunately, Adobe (who owns Flash) abandoned the effort to migrate Flash to

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limitations – it is not search engine friendly, requires a plug-in, can be costly to develop and doesn't work on mobile devices.

mobile devices back in June, 2012. Apparently it started when Steve Jobs called Flash a "relic" from another era in an open letter in April 2010 and, hence, Apple does not support Flash on the iPad, iPhone or iPod touch.

Despite its limitations, Flash can be very effective in your web site if used in the proper manner. Use it to display a rotation of product shots, display a slide show of photographs or to create interactive displays and games.



We created a site recently for [Apricot Home LLC](#) of Greenwich, CT that sells handwoven PVC fashionable rugs. They wanted to show the variety of rugs they carry in a quick and creative way. We used Flash to handle this request - see the results [here](#).

If you are contemplating using Flash on your web site, think about what you are using it for, what are the limitations, will it be cost effective and who will be viewing it and on what device.

If you need advice or assistance with creating or adjusting your marketing plan, contact us at info@aapk.com.

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Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

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