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**Excel - Customizing  
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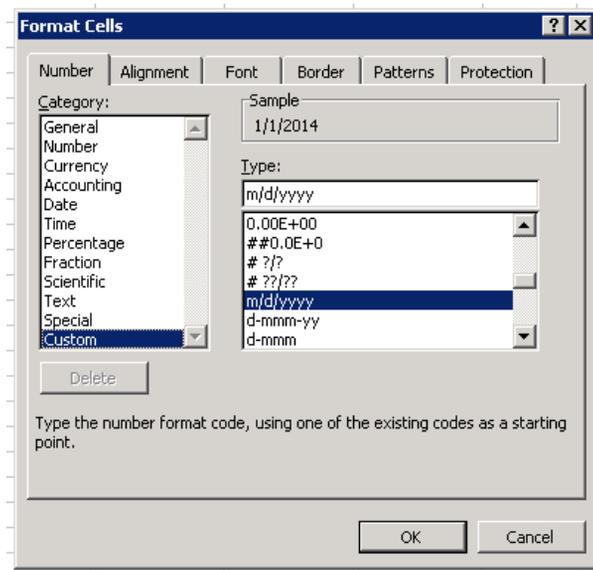
## Excel - Customizing Cell Formats

Excel offers a variety of customized number formats for dates, times, zip codes, etc. But did you know that you can customize these formats if you can't find one that works for you?

As an example say you are creating a calendar and wanted to show the month and year as a calculatable cell such as January, 2013. To set this cell to show the date, you need to set the cell format. But sometimes Excel doesn't have the format you want. Don't be discouraged because if you can't find the format you require, you can create a customized format in a couple of steps.

To create your own cell format:

- Highlight the cell or cells that need to be formatted
- Pull up the Format Cell Window (shown below) using one of these methods:
  - Right Click and choose Format Cells
  - Version 2003 – Choose Format from the menu and then Cells,
  - Version 2007 – on the Home tab, in the Number box on the ribbon click the pull down next to General and choose at the bottom more number formats.
- Choose the Number Tab and under Categories, scroll down to Customized, choose the one that is closest to what you need and then in the Type box edit the format.



There are a ton of varieties of codes to use to create your format ... here are just the options for displaying a date:

- Months (1–12) = m
- Months (01–12) = mm
- Months (Jan–Dec) = mmm
- Months (January–December) = mmmm
- Months (J–D) = mmmmm
- Days (1–31) = d
- Days (01–31) = dd
- Days (Sun–Sat) = ddd
- Days (Sunday–Saturday) = dddd

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- Years (00–99) = yy
- Years (1900–9999) yyyy

To see the full list (it's quite lengthy) go to Excel Help (F1) and search for the following: Create or delete a custom number format.

Experiment with different formats and have fun with the results and if you need help with any Excel project contact us at [info@aapk.com](mailto:info@aapk.com) we have a lot of experience with Excel and other MS Office products.

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## Web Design Psychology

How viewers see your web site is based on their psychology and it affects how they interact with your site. Knowing the ways viewers unconsciously see a web site is key to an effective site.

First thing is establishing trust immediately with your viewer. This can be done by clearly identifying your business purposed when someone lands on your site. You are not tied to just spelling it out using text, you can go it with graphics as well, highlighting clearly what your business is about and what products or services you offer.

Understanding other factors about your viewers like their social psychology, pattern recognition, colors, and emotional triggers can help you create a successful web site. To read more about how these factors affect design see the article from Web Marketing Today - <http://webmarketingtoday.com/articles/Psychology-and-Web-Design/>

If you need help refocusing your web site so that it will be a winning site contact me at [info@aapk.com](mailto:info@aapk.com).

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## You Have To Laugh

Funny Video: Horse takes a dip in a kids pool - <http://www.cnn.com/video/data/2.0/video/living/2013/08/27/orig-distraction-horse-splashes-in-pool.youtube-petsami.html>

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