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Volume 97

Word - Setting Up Your Document

Making Your Own Web Site

You Have To Laugh

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Word - Setting Up Your Document

The default setting for Word is a letter-sized blank document. This is fine if you are writing a standard letter – but many times you need Word to be more flexible. By using the Page Setup options in Word you can create a document that will work for you.

The options available give you the ability to adjust how much content you can put on a page and where that content is positioned. You can break your page up into columns or pages and set how line numbers and hyphenations affect your text.

To reach these options go to your menu ribbon (in 2003 - File, Page Set Up), choose the Page Layout Tab and refer to the Page Setup area. From there you can adjust the following:

- Margins – this setting is great to use if you need more room on the page or need to adjust how your document (such as labels) prints. In 2007 Word you are provided with a list of preset choices. If you need to make custom adjustments, scroll down and click Custom. There you can enter the dimensions you need for the top, bottom, left and right margins of your document
- Orientation – horizontal or landscape
- Size – choice from many preset choices, such as - letter, legal, tabloid, A5, executive, or envelopes
- Columns – set up columns (1, 2, 3, etc)
- Breaks – add a page break, section break or column break
- Line Numbers – adjust how they appear or if they re-start or continue on the next page.
- Hyphenation – set to automatic, manual or opt for custom adjustments.

Play around with these settings, just adjusting a few can make a world of difference on how your document is formatted.

If you need help with an MS Office project contact me at info@aapk.com. I have a lot of experience with PowerPoint, Word, Excel and other MS Office products.

Making Your Own Web Site

Why doing it yourself can cost you more money

You've seen it many times, an ad for a company that claims you can easily and inexpensively build your own web site. They make it sound so easy, but did you know this “cost savings” can actually cost you a lot more?

These companies offer pre-designed templates where you can insert your own text and graphics. But what they don't offer is the knowledge needed to capture your audience and convert them to a customer.

Most times if a business owner is creating their own site – they are tend to write it based on “their thinking” and not on what their customer is looking for. Their message is about themselves and not about how they can help solve a customer's problems. This can be a costly mistake driving customers away to a competitor.

From a design point there can be many issues – how do you make your site not look like others that have used the same template, how do you create the proper graphics to showcase your business or even size them correctly. Then you also have to remember to maintain font types, sizes and colors through out the site. This is a lot for a business owner, not in the web business, to spend time thinking about.

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What a lot of people don't realize is that to create a successful site you need to have the following expertise: marketing, design, programming, search engine optimization and social marketing, not to mention the right software to get the best results. It's like building a house, without the right tools and knowledge, it will eventually fall down.

By not employing someone with proper skills can not only cost you clients, but will eventually cost you the services of a professional web designer to make your site right. So, to avoid paying twice – do it right the first time, don't fall for these ads and seek out an experienced designer.

If you are looking for someone with over 16 years in the business of creating successful web presences contact me at info@aapk.com.

You Have To Laugh

Funny Video: Bull Terrier vs Crab <http://www.cnn.com/video/data/2.0/video/living/2013/10/10/orig-distraction-bull-terrier-crab-showdown.youtube-shurochka55.html>

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