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What does basic software do?

Often I am asked exactly what does the popular software do. I will list Microsoft products today. WORD is a word processor or a plain piece of virtual paper. You can create most any document with it although other software may be more appropriate for detail work. PUBLISHER is best for creating page layout and design for instance card, forms, newsletters, letterhead, signs, and flyers. ACCESS is a database system meant to organize contacts, events or personal information that you want to sort or merge into a document. EXCEL is a spreadsheet that features calculations and graphic tools. It does all the math for you. Maintaining a budget is easy in Excel. OUTLOOK is email software with a built-in calendar, task reminder and contact manager. It can open most all your online email as well all in one place. POWERPOINT is a presentation program used like a slide show for business and personal use. This one is pretty to use for most everyone.

Can Google AdWords help your business?

Have you noticed when you use Google to search criteria that there are two sides to the results screen? There is a vertical blue line that separates the results you requested from 8+ relevant ads on the right side. The owner of the ad pays a small fee each time someone clicks on their Ad. If the click turns into a sale then it was worth the cost which can run from \$.05 to \$4.00. The positioning is based on keywords that are bid on. Considering that online sales outsell retail and that people use Google 250 million times a day is reason enough. Each ad is four lines including a link to your business. Writing the correct ad is what is critical. There is a science in attracting an audience. I will be posting some documents on my website that will greatly help you get started. Check often.

What is a Blog?

A blog is a type of website that is usually arranged in chronological order from the most recent 'post' (or entry) at the top of the main page to the older entries towards the bottom. Blogs are usually written by one person and are updated pretty regularly. Blogs are often written on a particular topic - there are blogs on virtually any topic you can think of. Whole blog communities have sprung up around some of these topics putting people into contact with each other in relationships where they can learn and share ideas with people with similar interests around the world. Google the word BLOG.

Basic Training:

The Catherine Eberly Center for Women on the campus of UT offers basic computer training at very reasonable prices. This is a non-credit series of 5 classes that focus on the novice user. Classes are forming now! The next class is June 10 then Aug 19. Call 419-530-8570. I will be forming a class on MS Word soon. Interested? Email me!

Next Issue: Creating your own webpage.

Janis Weber, owner of Ohio Computer Training, is a personal computer instructor. E-mail questions or comments to jwpctutor@gmail.com. Contact her for personal or group training at 419-885-4255. Visit OhComputerTraining.Com for archived articles and upcoming classes.