

“Excel Hacks - The tools that every PPC practitioner shouldn't live without. We take you through a list of the top 5 tools and hacks which will save you time on your daily tasks!”

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Excel, all Digital practitioners live on it daily, but do we all know how powerful it really is? There are some amazing things you can do – from Macros, all the way down to conditional formatting. In this Whitepaper, I have chosen the top 5 tools which I feel all PPC practitioners should master to save you lots of time which can be used on some proper optimisation. Reading a how to guide can sometimes be boring and long winded, so I've added some links of some easy to follow YouTube videos you can follow step by step to master each one of the tools suggested.

Conditional Formatting

1

Best used for: Easily spotting trends or outliers in data etc.

Icon:



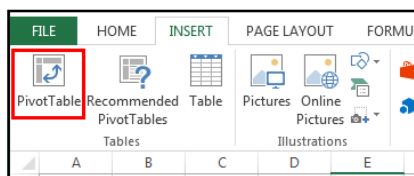
Video: A great video I recommend watching by Business Insider gives you a good overview of when and how to use conditional formatting: <https://www.youtube.com/watch?v=HDQMofvwtA4>
Microsoft also have their official video you can watch: <https://support.office.com/en-nz/article/Video-Apply-conditional-formatting-f72dd508-6d88-4218-bf74-cee95b42ecb6>

Pivot Tables

2

Best used for: Organising and presenting data. A good example of when to use this is for reporting or ad hoc performance requests from clients with large amounts of data. Pivot tables allow you to

Icon:



Video: A great in depth video on Pivot Tables by 'ExcellsFun' can be found here:
<https://www.youtube.com/watch?v=Y2cIAJAEWA>

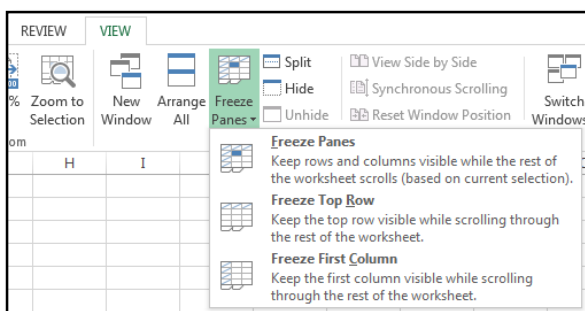
Freeze Panes

3

Best used for: Keeping headers viewable when scrolling through data

This is a great simple tool that freezes panels when needed. A great example when to use is it when looking at large reports with lots of rows of data. You can freeze the top headers so when you're scrolling down to the bottom of the sheet you can still see exactly what row that data belongs to. See screen shot below; this screenshots an example of a report which has had the headers frozen on top.

Icon:



Video: A great video to follow for this tool by GCFLearnFree.org: <https://www.youtube.com/watch?v=7QgyfXvReo>

VLOOKUP

4

Best used for: Matching up big sets of data

VLOOKUP is another great tool which allows the user to match big sets of data together. A good example of when to use one is if we are looking at a large keyword list and we want to assign values for it from another data source such as Google Analytic goal data, we can easily associate a goal/conversion with specific keywords.

Icon:



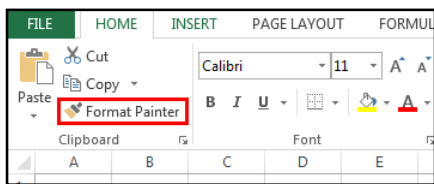
Video: A great video on YouTube by Mike Thomas from 'The Excel: Trainer' which you can follow for guidance: <https://www.youtube.com/watch?v=b32iVt0QHjU>

Format Painter

5

Best used for: Quickly making reports client friendly

Icon:



Video: A great video to see the format painter in action along with tips on how to do it can be found here, created by 'O'Reilly - Video Training': <https://www.youtube.com/watch?v=7iBmPPQcww0>

These tools were not presented in any particular order as each one of these are as important as one another based on what task is being carried out. Using these tools will save you countless hours and help improve your productivity, and also bring the fun back into excel!