

# SKILL BUILDING TIP: HYPERLINKS

Presented to EAG by desiree Carson



Washington State  
**Executive Assistants Group**  
PO Box 4275 Tumwater, Washington 98501  
[www.executiveassistantsgroup.com](http://www.executiveassistantsgroup.com)

# Hyperlink Magic

- Benefits of using Hyperlinks
- Adding Hyperlinks to your documents
  - Microsoft Office Suite
    - Word/Outlook
      - Links to the Web
      - Adding links to an email address
      - Using Bookmarks
      - Linking to documents on a shared network drive
    - Publisher – the EAG website
  - Adobe Acrobat (using version 7)

## Benefits of using Hyperlinks

- One of the primary reasons that the Web works so well is the ability to include hyperlinks on HTML pages that take the viewer from one file/page to another by clicking on the link in the text.
- Hyperlinks usually appear as (blue) underlined text. It is fast becoming universally known.
- Quick access to web pages
- Quick access to documents
- Making your documents easier to use
- Reducing file sizes of emails

MICROSOFT OFFICE SUITE

## Microsoft Office – links to the web

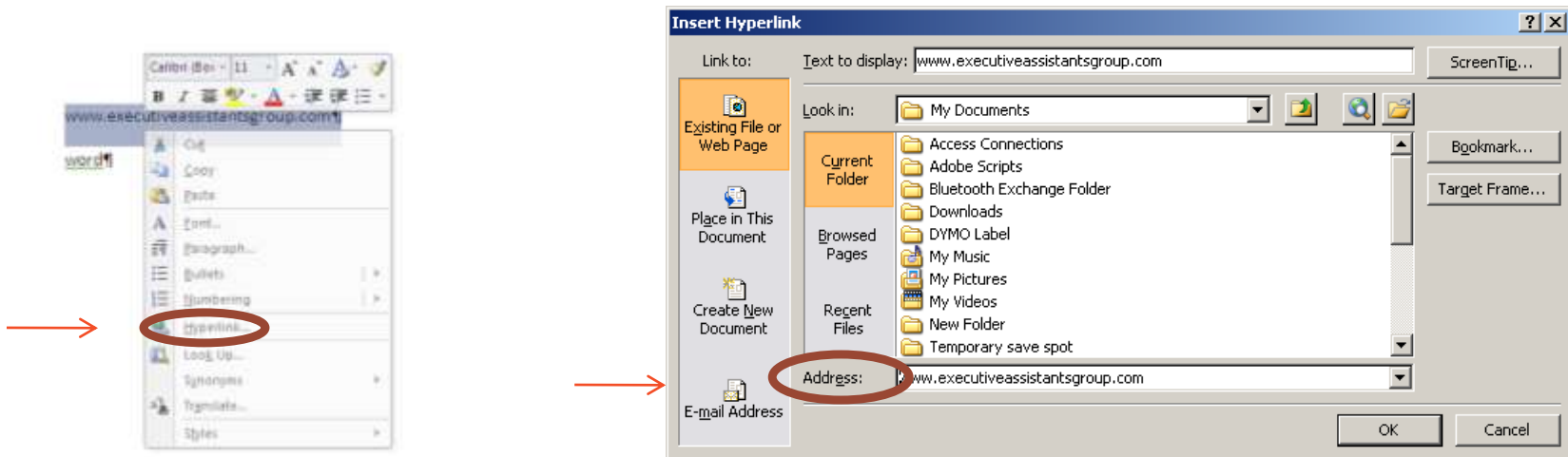
The easiest way to add a hyperlink to a document in Microsoft word is to simply type in an address:

[www.executiveassistantsgroup.com](http://www.executiveassistantsgroup.com)

Once you hit the space bar or enter key the hyperlink changes color and is underlined alerting the reader that it is now a live link that will take them to a location.

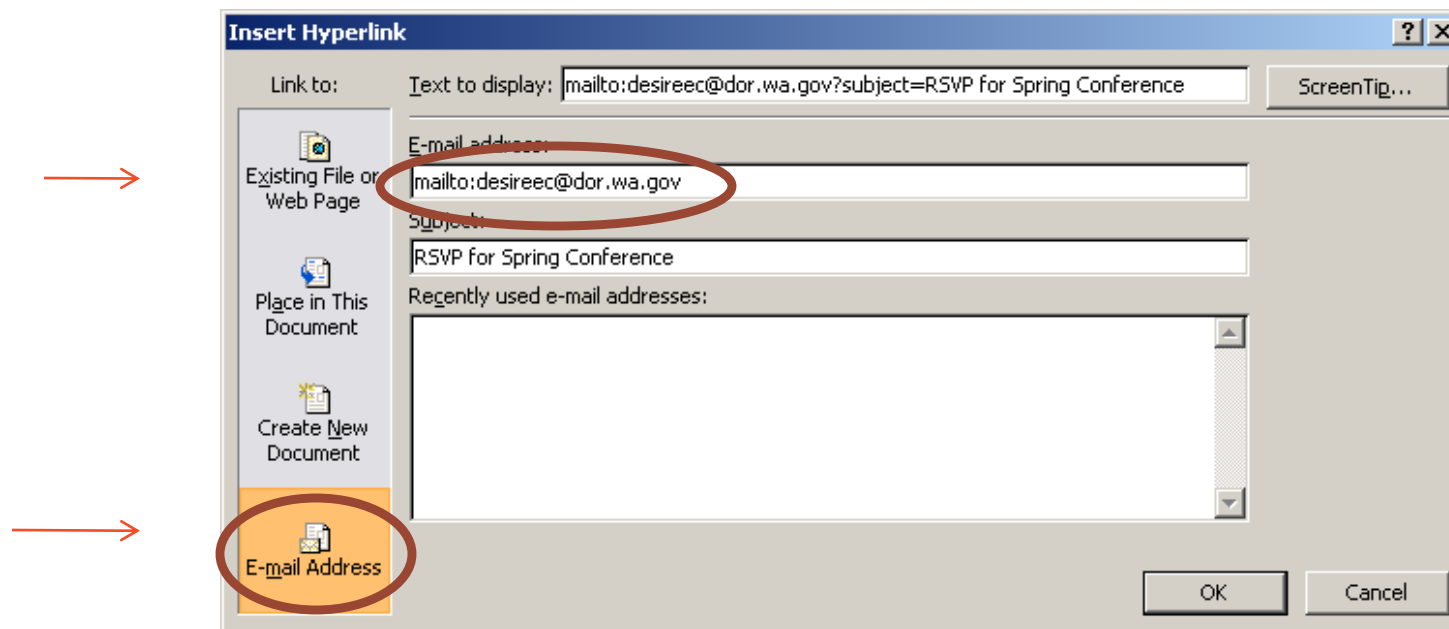
If that link does not lead you to the website:

1. Highlight the address
2. Right click
3. Select Hyperlink and in the address field type or paste in the address.



## Microsoft Office – adding links to an email address

You can use this same technique if you want to add an email address, allowing the reader to immediately send email to the address using their email service.

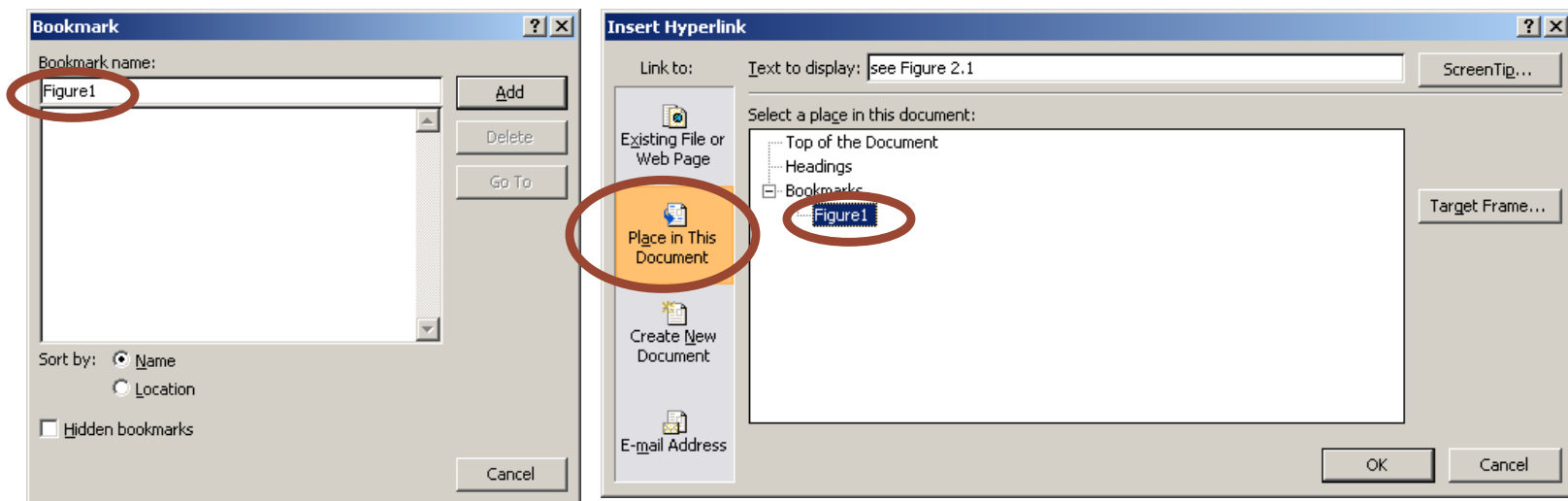


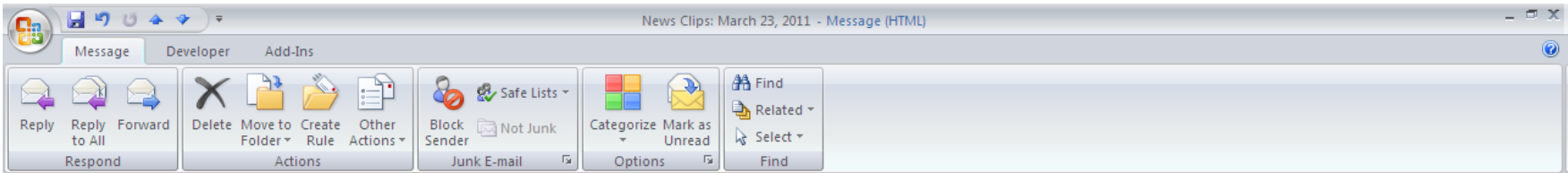
In this instance, not only did I add a direct link for the reader to email me, but I also added a subject. When they use this hyperlink, it will automatically populate “RSVP for Spring Conference” into the subject line. This will make it easier for me to establish a Rule in Outlook to organize the incoming mail.

## Microsoft Office – using bookmarks

Bookmarks are excellent for taking your reader to items you reference in the text.

1. Highlight or click on the item you want the reader to jump to
2. Go to the Insert tab and select Bookmark
3. You will be prompted to give the bookmark a name
4. Click on the Add button (or hit Enter)
5. Then select the text where you reference the item, Right click and select Hyperlink.
6. On the menu on the left select Place in This Document
7. Select the Bookmark you created
8. Hit OK.





From: Carson, Desiree (DOR)  
To: DOR DL All Forecast Council  
Cc:  
Subject: News Clips: March 23, 2011

Sent: Wed 03/23/2011 7:30 AM

- [Time running out to apply for amnesty program](#)
- [Time management is CFOs' greatest challenge](#)
- [Doubts cast on biomass power in Washington](#)
- [FDA halts food imports from affected area of Japan](#)
- [More than 4 percent of Whatcom home loans 90 days late](#)
- [Boeing hiring 100 a week; here's how to join the ranks](#)
- [Senate's transportation budget would levy \\$100 annual fee on electric cars](#)
- [LOTT may buy brewery land](#)
- [New-home sales plunged in February to record low](#)
- [Lawmaker suggests 7 percent corporate income tax](#)
- [Deutsche Bank puts 'buy' rating on Starbucks](#)
- [Tourism forces fighting on three fronts](#)
- [Japan disaster likely to be world's costliest](#)
- [Microsoft Windows InTune debuts as business cloud service](#)
- [Cray lays off 52 in restructuring move](#)
- [Tacoma works to recover from economic blows](#)
- [Officials: Low radiation levels on ship at Tacoma port not a danger](#)

#### [Time running out to apply for amnesty program](#)

Less than four weeks remain to apply for tax amnesty with the Washington State Department of Revenue. April 18 is the application deadline for the temporary opportunity to pay back taxes without penalties or interest. All back taxes must be paid by April 30.

"This unique opportunity allows businesses that have struggled during this difficult economic period to get caught up on their state business taxes," said Revenue Director Suzan DelBene. "It also helps the people of Washington State by generating dollars that can be used to fund essential state services."

The amnesty program allows businesses that have outstanding liability on certain taxes due prior to Feb. 1, 2011, to pay those taxes without paying the associated penalties and interest.

So far, more than 5,000 businesses have taken advantage of the program, generating more than \$12.6 million for the state while saving themselves \$4.3 million in penalties and interest.

The amnesty application and other information on qualifying can be found on the Department's [website](#).

#### [Time management is CFOs' greatest challenge](#)

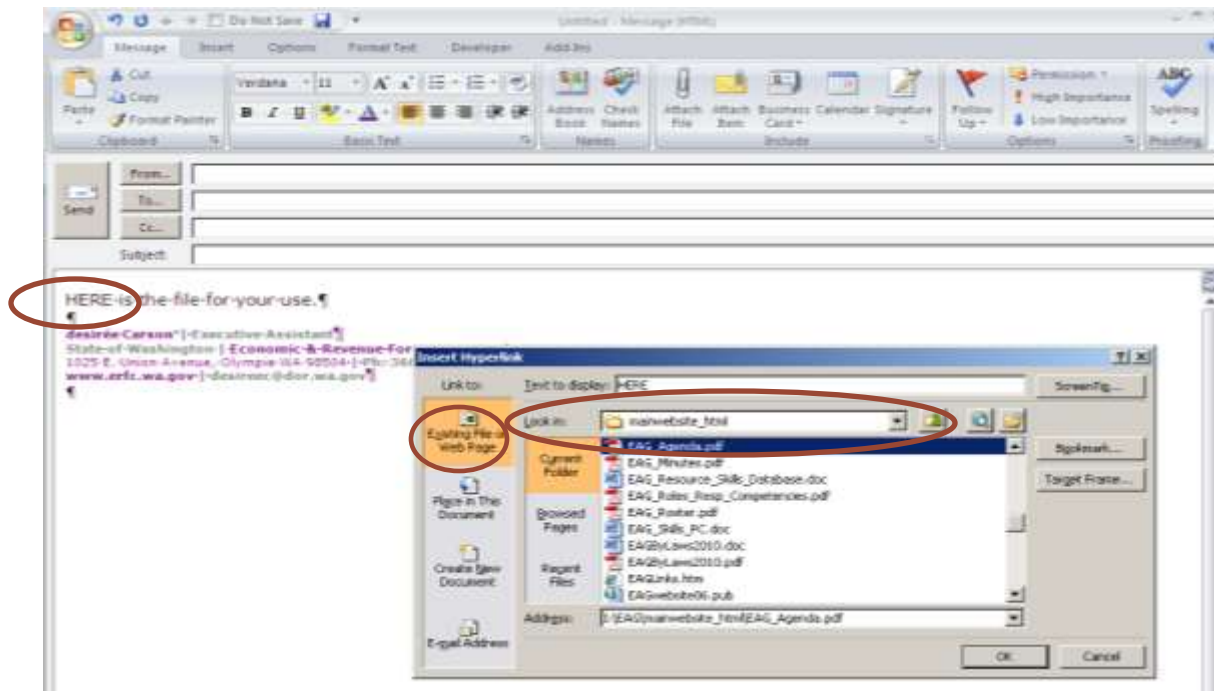
HERE'S AN EXAMPLE OF WHEN I USE BOOKMARKS



## Microsoft Office – Linking to documents on a shared network drive

One way to reduce the size of emails sent to your work group is to use hyperlinks. Rather than attaching a file, use your text and create a hyperlink.

1. Select the text where you want to create the link
2. Right click and select Hyperlink
3. Choose Existing File or Web Page
4. Use the “Look in:” box to find where your document is at (just like using Windows explorer...map to the document)
5. Select file and hit OK



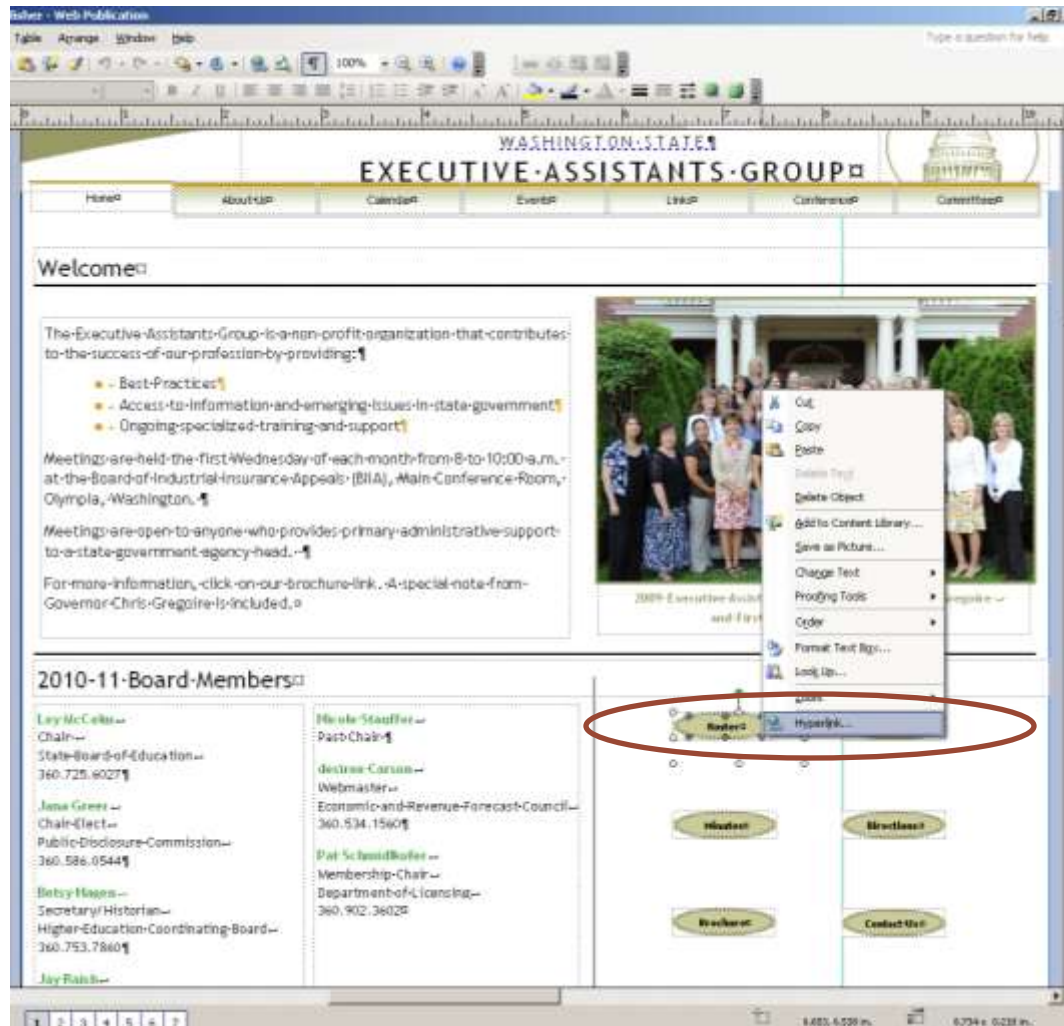
# Microsoft Office – The EAG website in Publisher

The screenshot displays the Microsoft Publisher interface for a website titled "WASHINGTON STATE EXECUTIVE ASSISTANTS GROUP". The navigation menu includes "Home", "About Us", "Calendar", "Events", "Links", "Conferences", and "Committees". The "About Us" link is circled in red. The main content area features a "Welcome" section with a description of the organization and a list of services: Best Practices, Access to information and emerging issues in state government, and Ongoing specialized training and support. A photograph of a group of people is shown with the caption "2009 Executive Assistants Reception with Governor Gregoire and First Gentleman for Gregoire". Below this is a "2010-11 Board Members" section listing several individuals with their titles and contact information. A "Picture" dialog box is open over the contact information for Betsy Hagen, who is also circled in red. On the right side of the page, there are several buttons: "Roster", "Agenda", "Minutes", "Directions", "Brochure", and "Contact Us". The "Roster" button is circled in red. The status bar at the bottom shows the page number 1 and the dimensions 1.895, 3.365 in.

# Microsoft Office – The EAG website in Publisher

Just like in the other office products, a hyperlink is just a right click away.

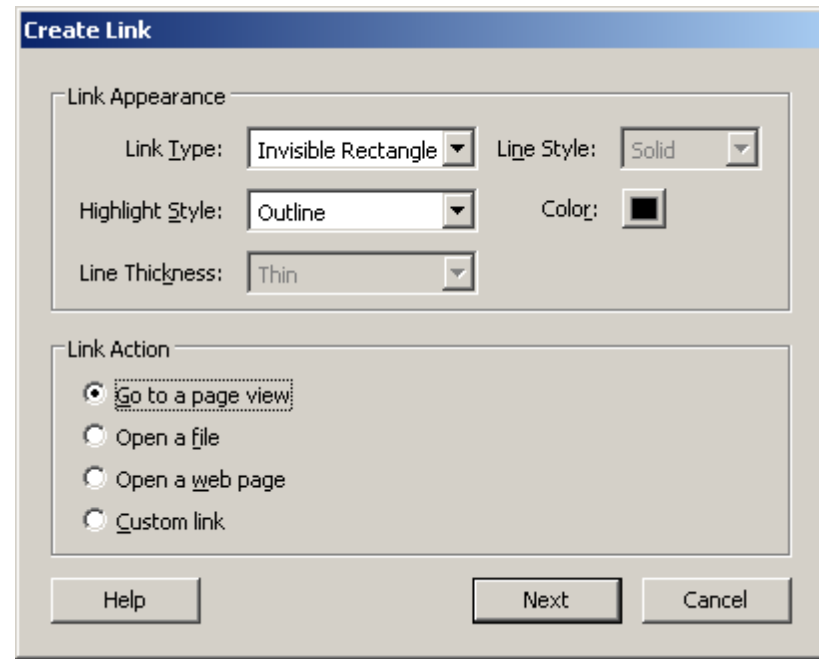
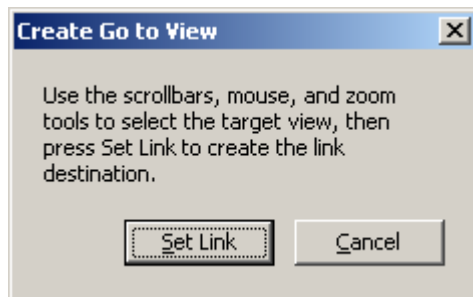
The main difference in this example is that I'm making an object act as the hyperlink gateway to the document rather than using text.



## Adobe Acrobat– Links Tool

In Adobe Acrobat Professional (not reader!):

1. On the Menu bar select Tools
2. Then select Advance Editing
3. Select “Link Tool” – once you do this your cursor will be a target.
4. Select the word/phrase/item that you want your reader to click on to go to your target.
5. This box will pop up asking you how you want the link to appear and what action you want it to take. →
6. You will then get this box

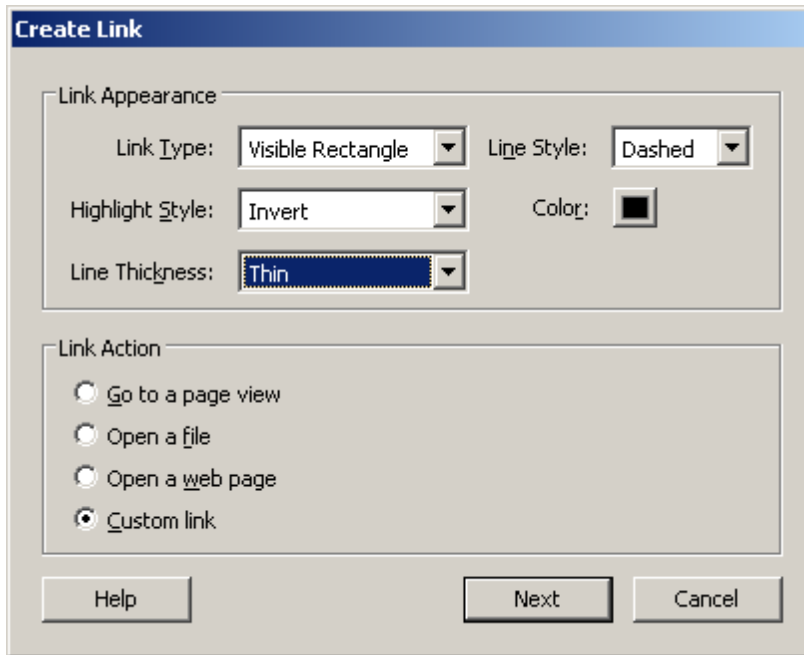


7. For page view: zoom in to the area you want to focus on. Then you hit the Set Link button. You do not hit Set Link until you identify the location.

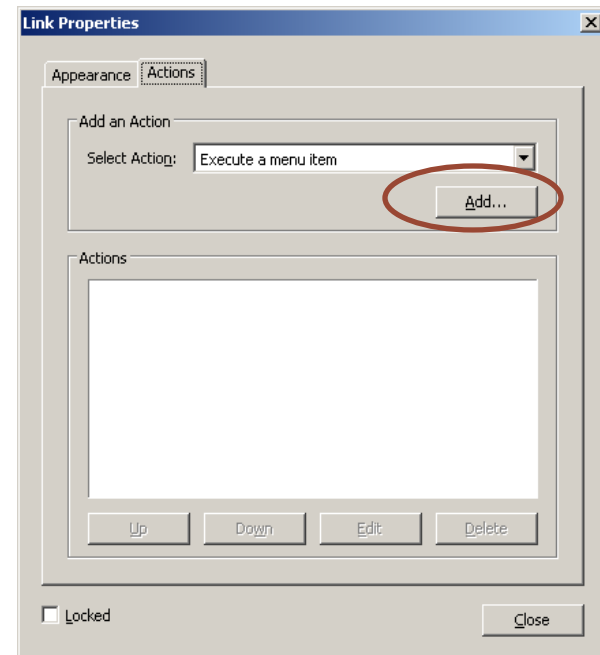
# Adobe Acrobat– Links Tool

Play around with the options to find out what will work for you. Here's another example. Follow steps 1-5 on the previous slide.

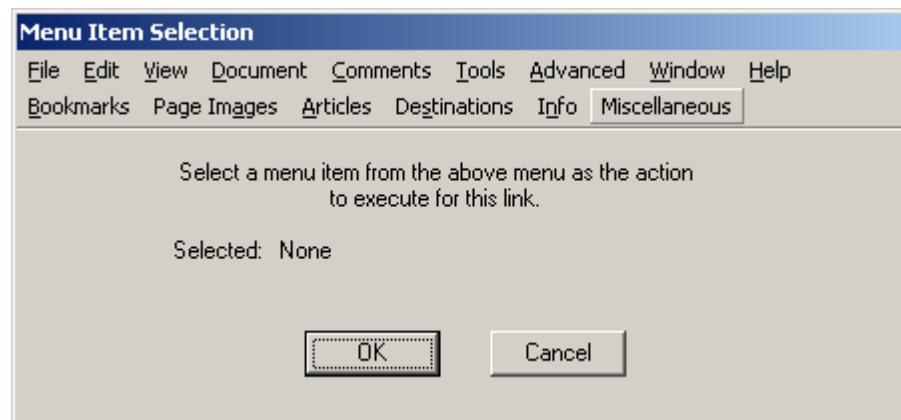
1.



2.



3.



## Summary

- Hyperlinks are useful for the audience of your documents.
- They can be done very easily – probably even easier than I’ve described today!
- They can help your organization reduce email inbox sizes.
- You can craft them in a way that emphasizes your point or draws attention to items of interest.
- Resources:
  - <http://office.microsoft.com/en-us/word-help/create-a-hyperlink-HA010165929.aspx>
  - <http://office.microsoft.com/en-us/excel-help/hyperlink-HP005209116.aspx>
  - <http://teach.ucf.edu/resources/document-formatting-guidelines/links/>
  - <http://blogs.adobe.com/acrolaw/2010/04/creating-hyperlinks-in-adobe-acrobat/>
  - <http://www.adobe.com/designcenter/acrobat/articles/acr7sdcreatelinks/acr7sdcreatelinks.pdf>