Creating Links to Web Pages and Other Files

Unit Objectives

- Plan a Web Site

- Create internal links

- Create links to other directories

- Create external links

Unit Objectives

- Create e-mail links

- Create jump links

- Open links in new windows

- Add link titles

Introduction

- The Web is able to present **non-linear content**

  - ➤ Content need not be read in any particular order

- **Hyperlinking** is the ability to jump from one content point to another

  - ➤ achieved by clicking on **hypertext links**
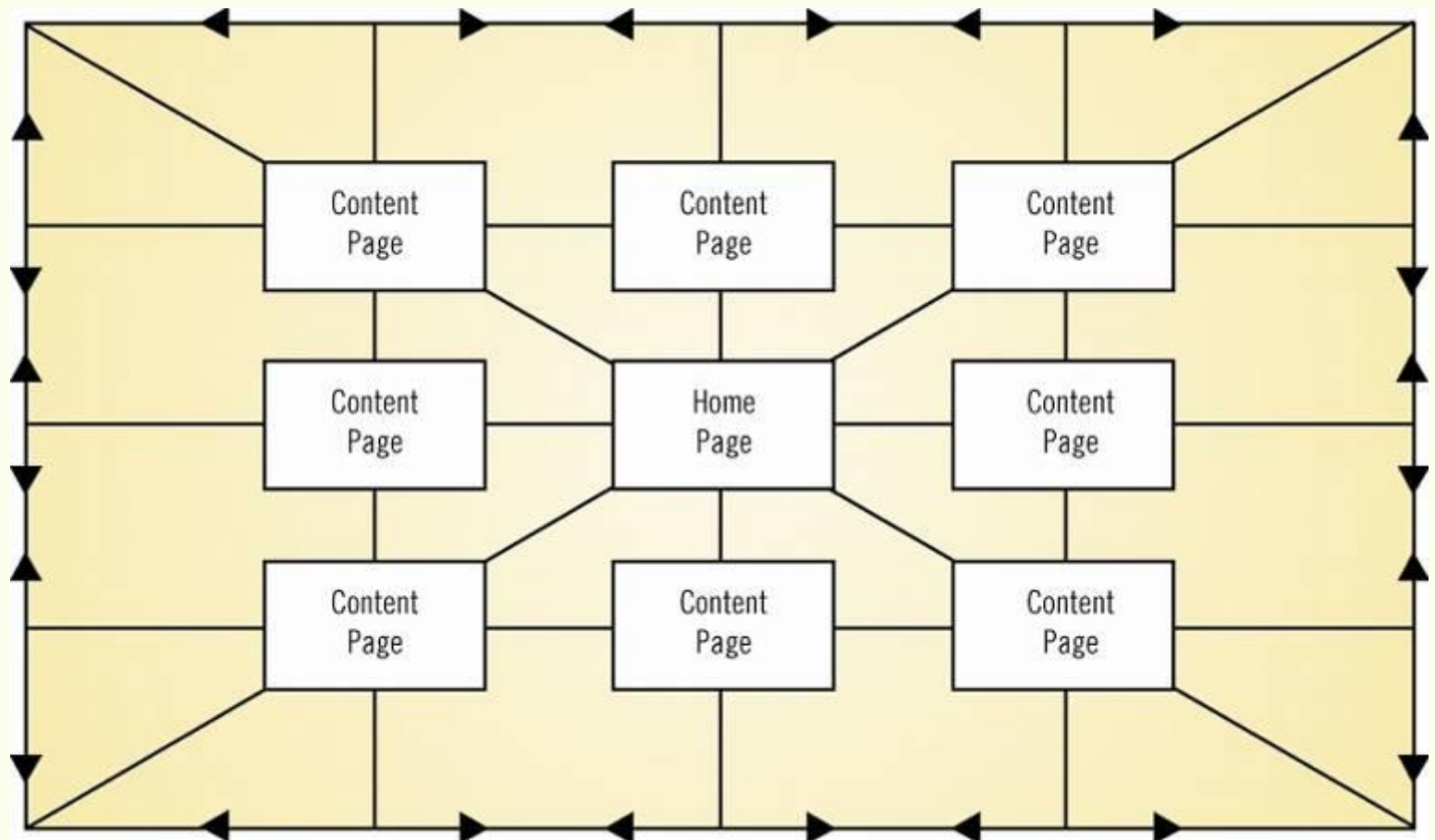
Planning a Web Site

- Determine your site type
  - **Business sites, brochure sites, e-commerce sites, support sites,** and **personal sites**

- Define the site's purpose

- Identify the **target audience**
  - Group or groups of people you are trying to attract
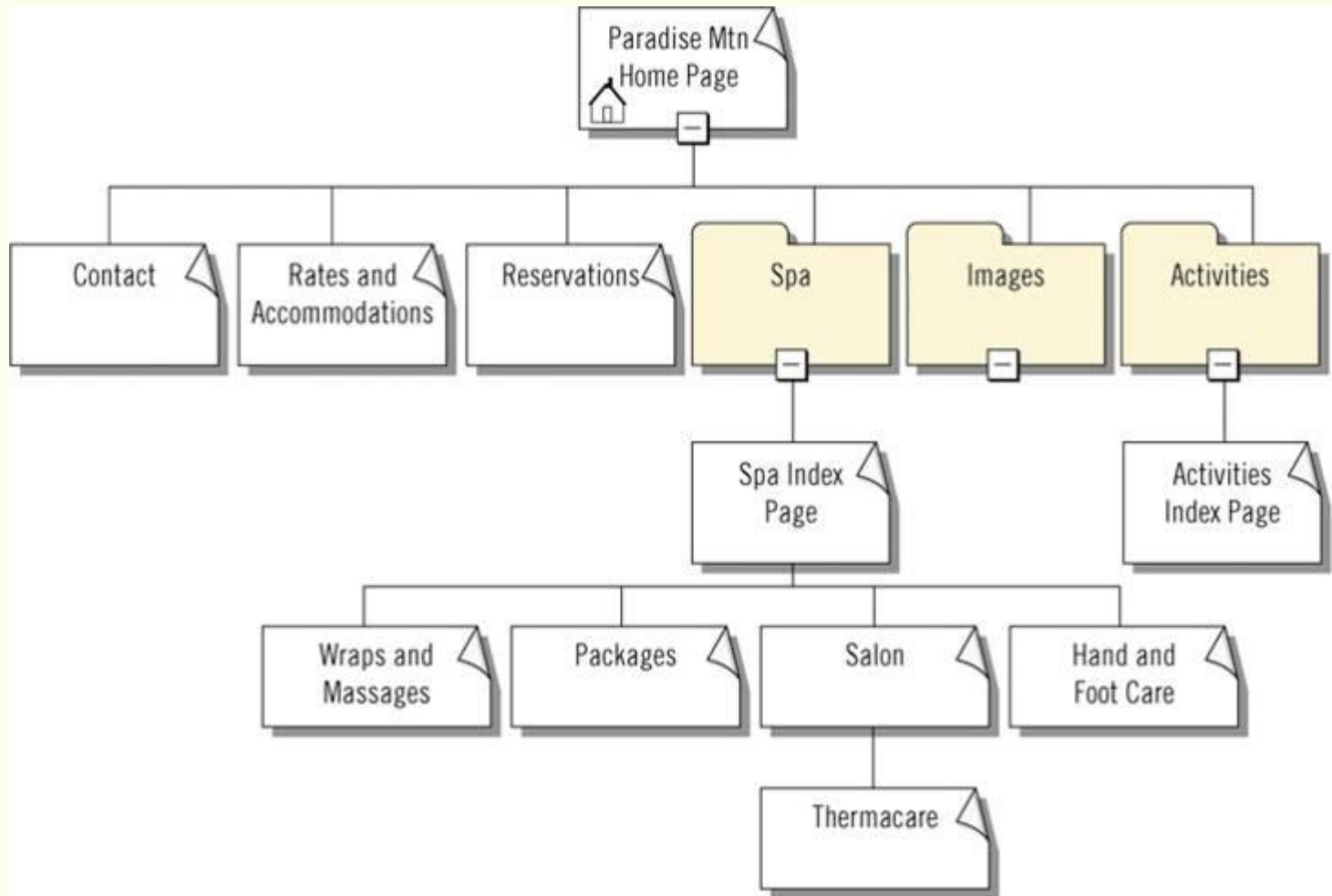
Planning a Web Site

- Identify content sources

- Organize your site content

- Create a **site storyboard**
  - Also called a **site map**
    - **Net structure**
    - **Hierarchical** structure

Planning a Web Site

# Planning a Web Site

Creating Internal Links

- An **anchor tag** or **link tag** surrounds information that users click to navigate to another location

- **Attributes** and **values** specify the tag's behavior or function
  - **href**

- **Internal links** link to files within the same site
  - usually **relative** links

Creating Internal Links

Opening anchor tag   `<a href="http://www.course.com/contact.cfm">` Course Technology contact page `</a>`   Closing anchor tag
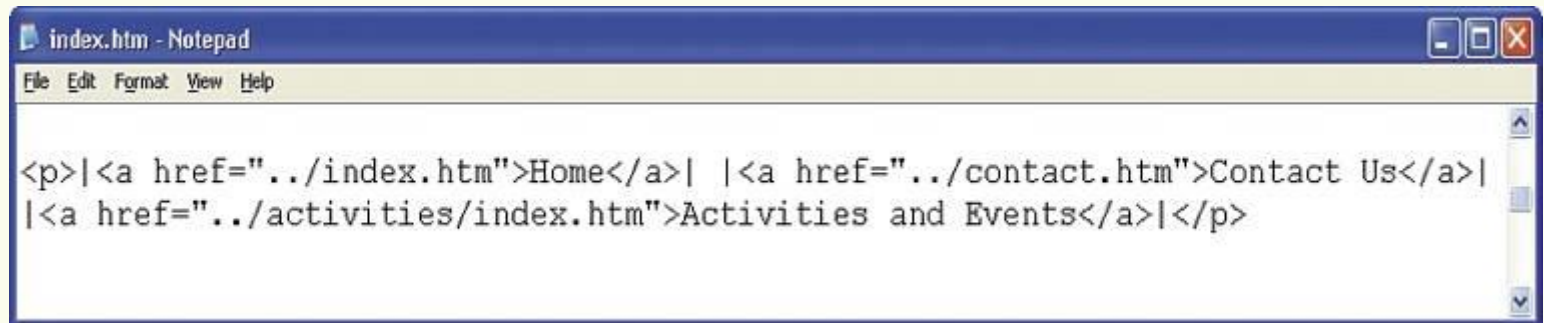
Tag name   href attribute   URL   Linked text

Creating Links to Other Directories
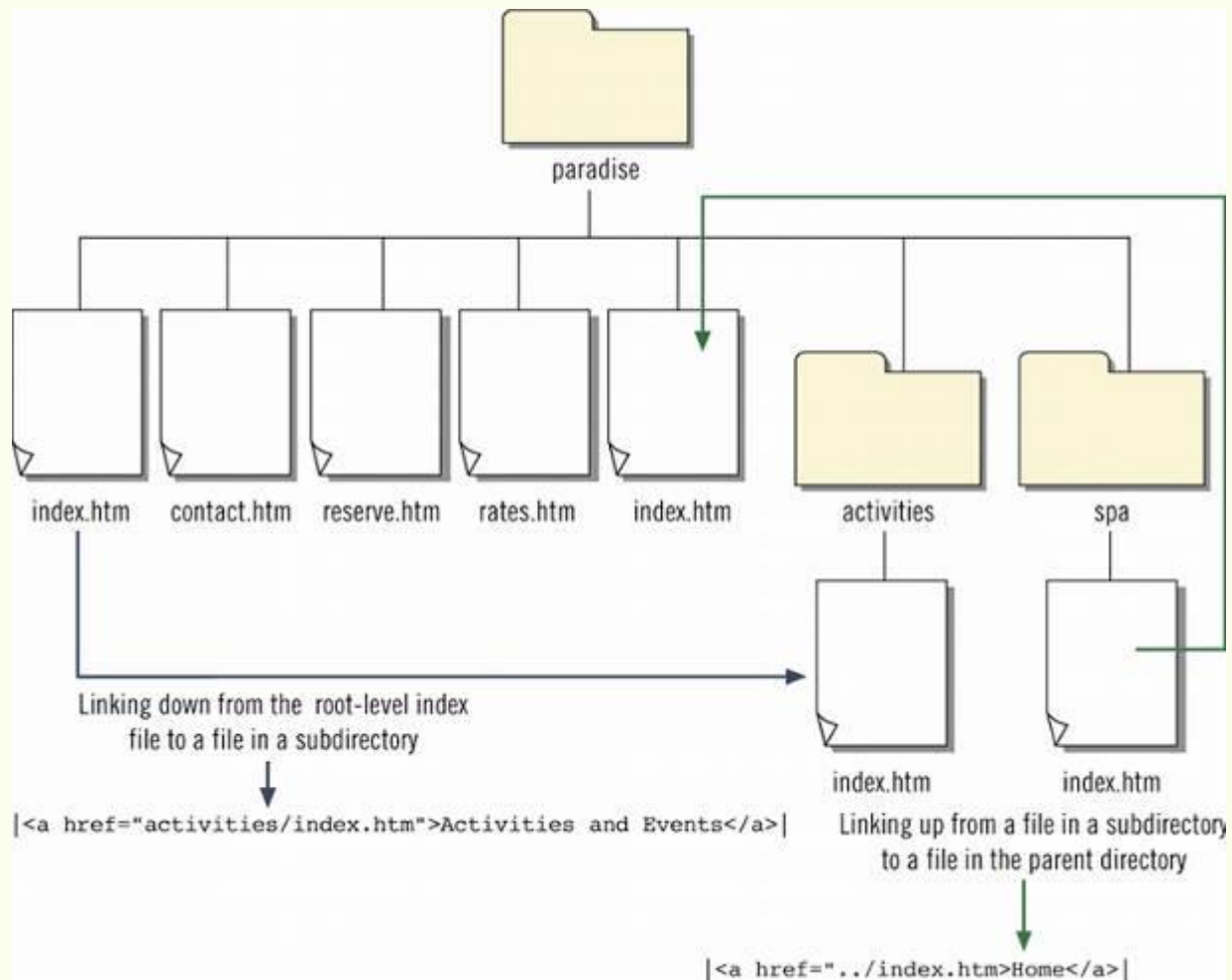
Creating Links to Other Directories

```
index.htm - Notepad
File  Edit  Format  View  Help

<p>|<a href="../index.htm">Home</a>|  |<a href="../contact.htm">Contact Us</a>|
|<a href="../activities/index.htm">Activities and Events</a>|</p>
```

Creating External Links

- Create links to **external Web files** to provide additional resources and information to your site visitors

- **Absolute URL** is the complete URL
  - protocol
  - server name
  - domain name
  - path
  - filename

Creating E-Mail Links
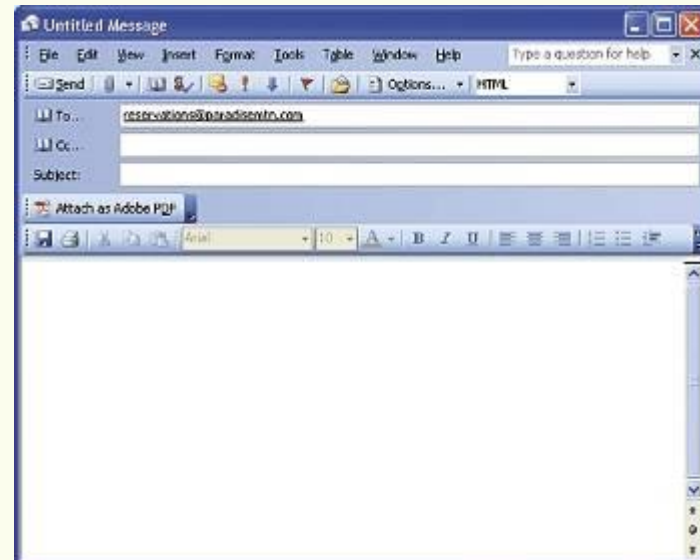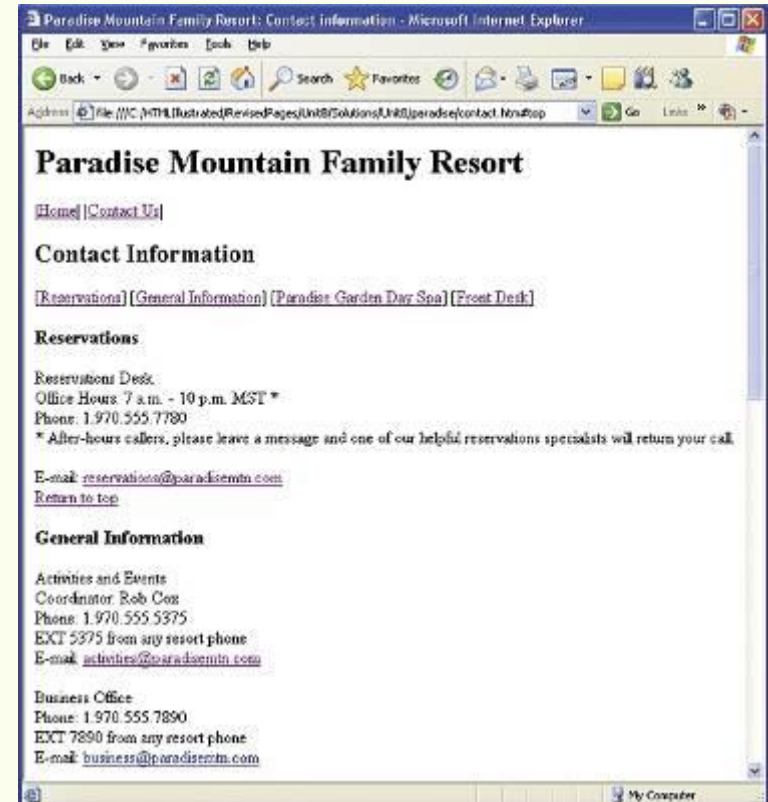
```
<h3>Reservations</h3>

<p>Reservations Desk<br />
Office Hours: 7 a.m. - 10 p.m. MST *<br />
Phone: 1.970.555.7780<br />
* After-hours callers, please leave a message and one of our helpful reservations
specialists will return your call. <br />
E-mail: <a href="mailto:reservations@paradisemtn.com">reservations@paradisemtn.com</a>
</p>
```

Creating Jump Links

Opening Links in New Windows

```
<a href="http://www.nps.gov/romo/" target="_blank">Rocky Mountain National Park</a>
```

U n i t   S u m m a r y

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