

# 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

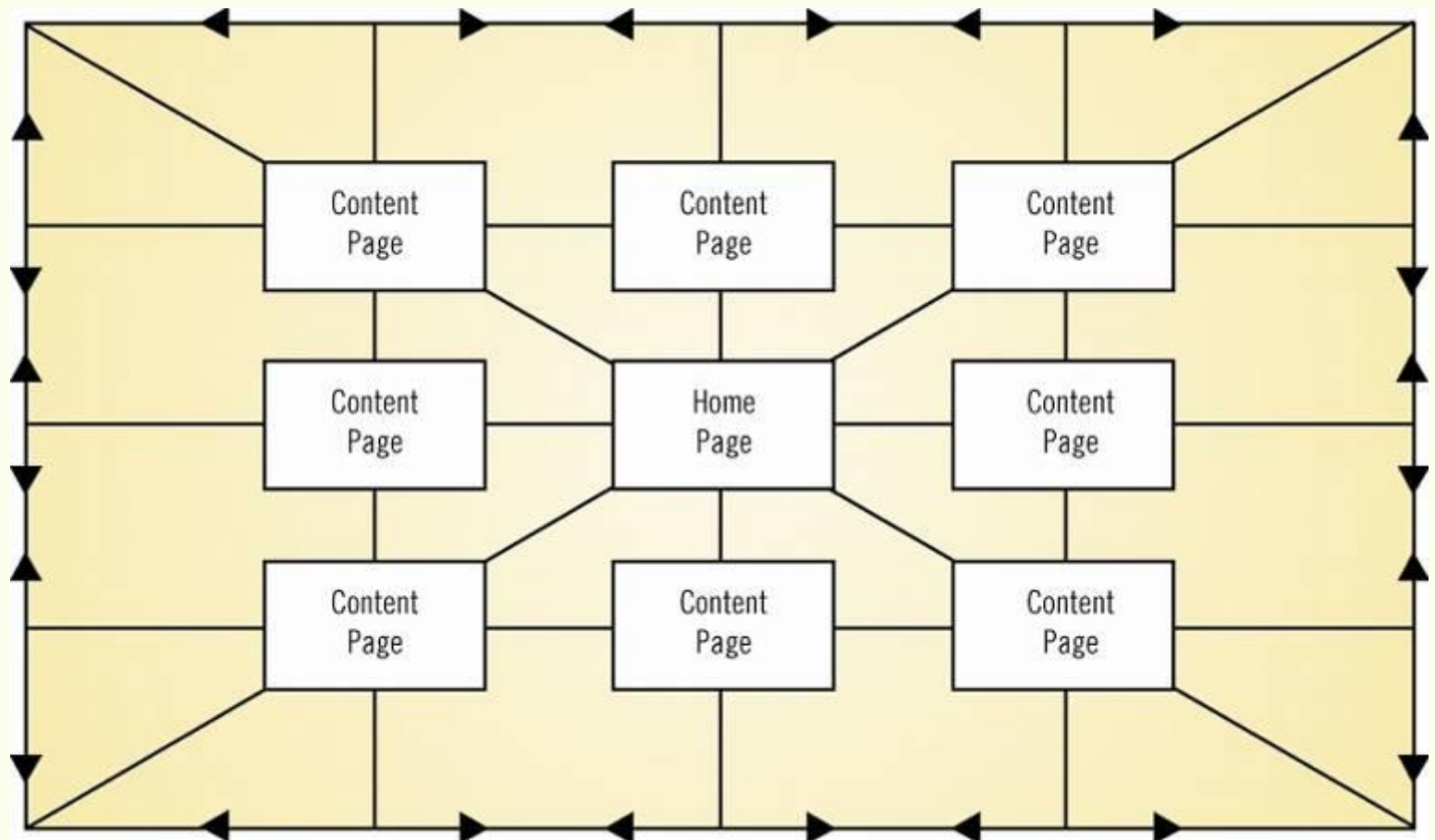
- Determine your site type
  - Business sites, brochure sites, e-commerce sites, support sites, and personal sites
- Define the site's purpose
- Identify the **target audience**
  - Group or groups of people you are trying to attract



# Planning a Web Site

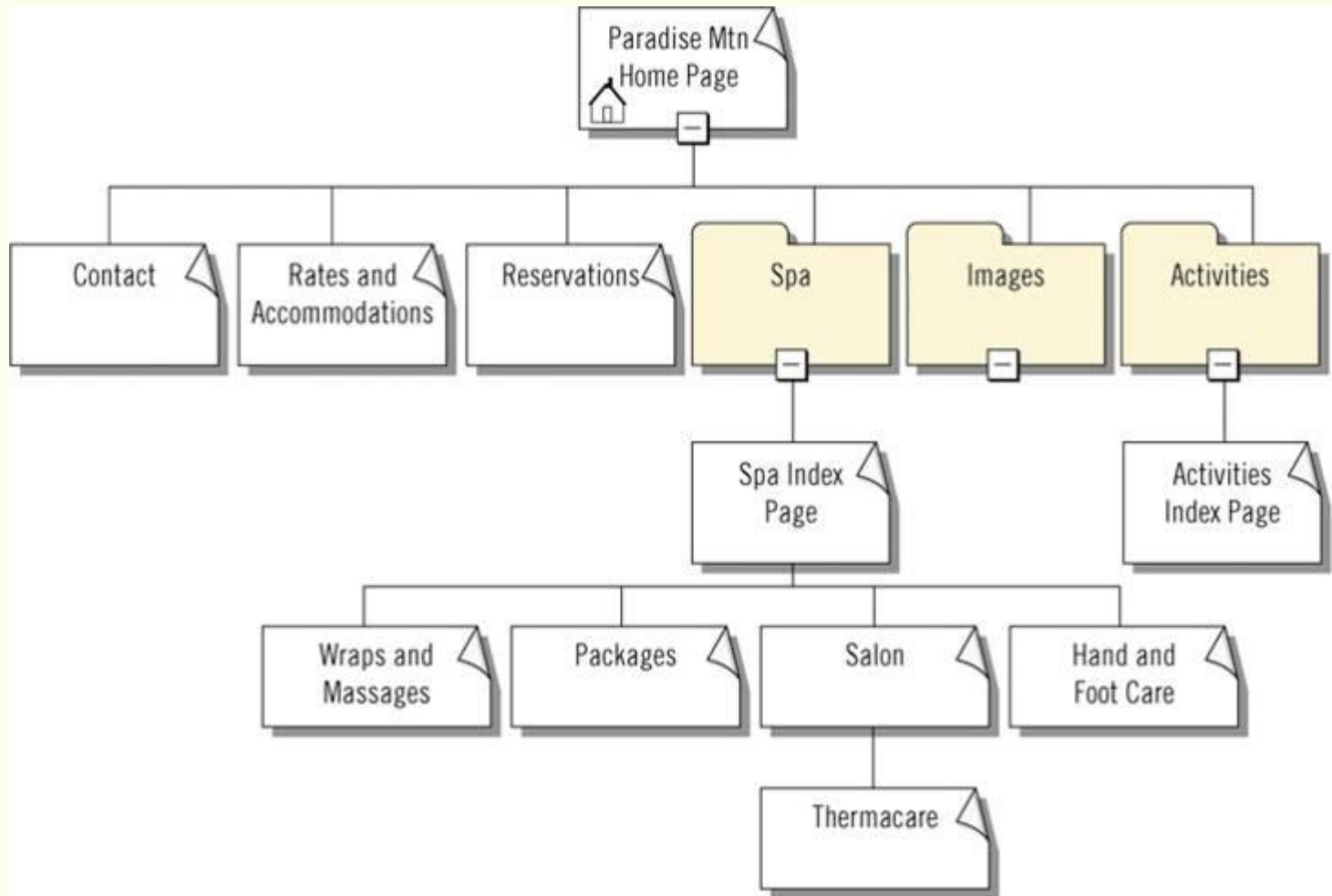
- Identify content sources
- Organize your site content
- Create a **site storyboard**
  - Also called a **site map**
    - **Net structure**
    - **Hierarchical structure**

# Planning a Web Site





# Planning a Web Site





# Creating Internal Links

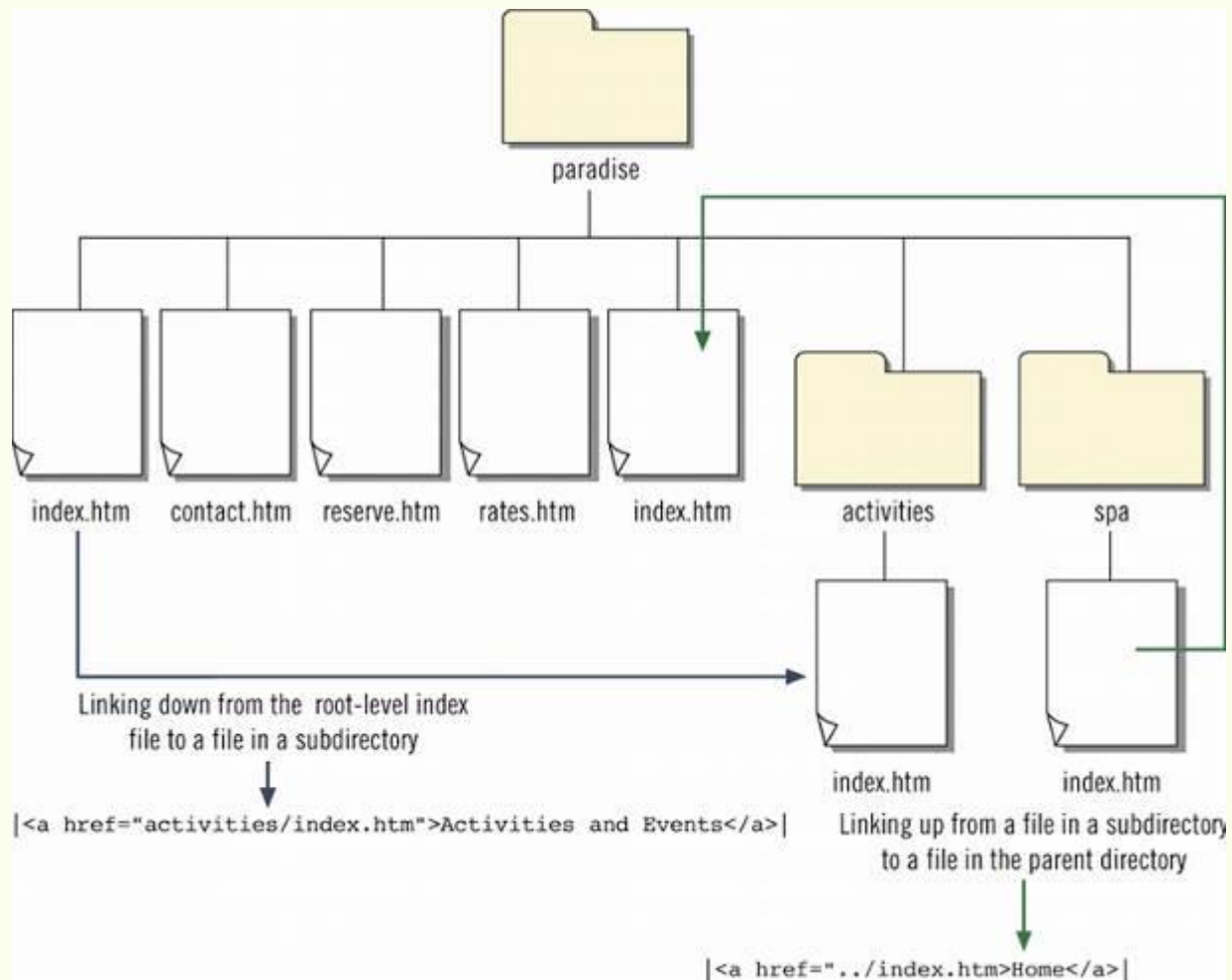
- An **anchor tag** or **link tag** surrounds information that users click to navigate to another location
- **Attributes** and **values** specify the tag's behavior or function
  - **href**
- **Internal links** link to files within the same site
  - usually **relative** links

# Creating Internal Links

Opening anchor tag | `<a href="http://www.course.com/contact.cfm">` | Course Technology contact page | `</a>` | Closing anchor tag

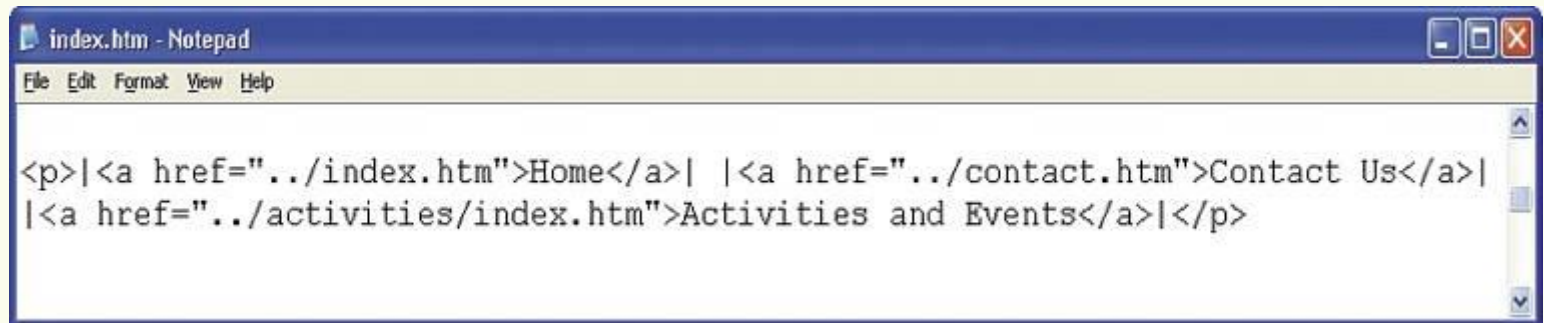
Tag name | href attribute | URL | Linked text

# Creating Links to Other Directories





# Creating Links to Other Directories

A screenshot of a Notepad window titled "index.htm - Notepad". The window has a menu bar with "File", "Edit", "Format", "View", and "Help". The text area contains the following HTML code:

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

The code is displayed in a monospaced font. The window includes standard Windows window controls (minimize, maximize, close) in the top right corner and a vertical scrollbar on the right side.



# 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 />
```

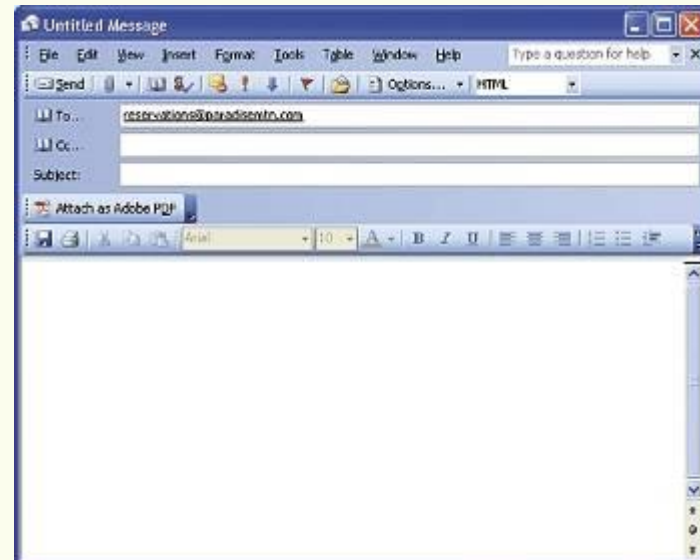
```
Office Hours: 7 a.m. - 10 p.m. MST *<br />
```

```
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

```
contact.htm: Notepad
File Edit Format View Help

<h1 id="top">Paradise Mountain Family Resort</h1>

<p>|<a href="index.htm">Home</a>| |<a href="contact.htm">Contact Us</a>|</p>

<h2>Contact Information</h2>

<p>|<a href="#reservations">Reservations</a>|
|<a href="#geninfo">General Information</a>|
|<a href="#spa">Paradise Garden Day Spa</a>|
|<a href="#desk">Front Desk</a>|</p>

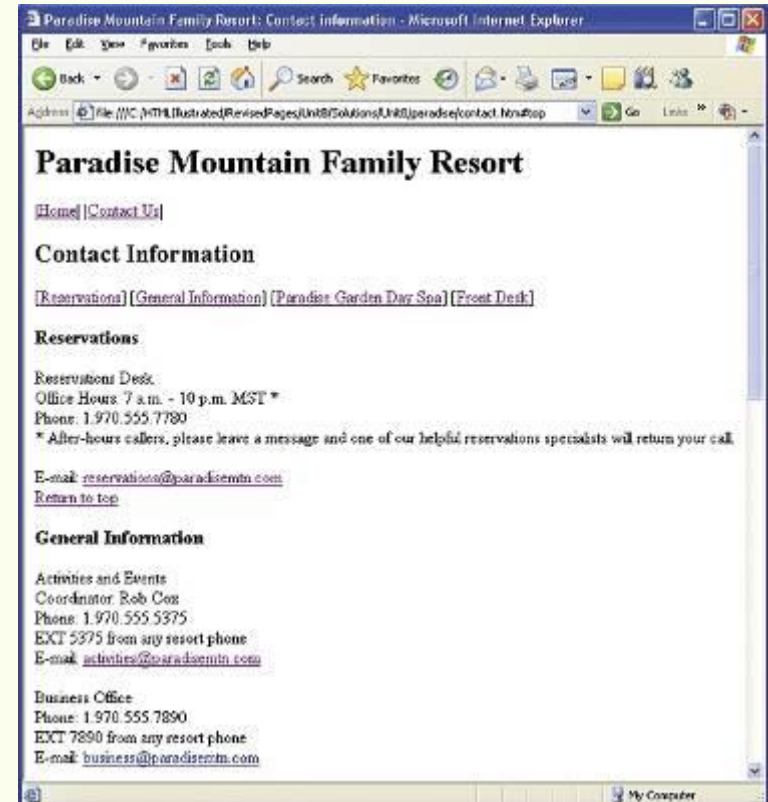
<h3 id="reservations">Reservations</h3>

<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>
<br />
<a href="#top">Return to top</a></p>

<h3 id="geninfo">General Information</h3>

<p>Activities and Events<br />
Coordinator: Rob Cox<br />
Phone: 1.970.555.5375<br />
EXT 5375 from any resort phone<br />
E-mail: <a href="mailto:activities@paradisemtn.com">activities@paradisemtn.com</a></p>

<p>Business Office<br />
Phone: 1.970.555.7890<br />
EXT 7890 from any resort phone<br />
E-mail: <a href="mailto:business@paradisemtn.com">business@paradisemtn.com</a></p>
```



# Opening Links in New Windows

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



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