

# OIM3690 - Web Technologies

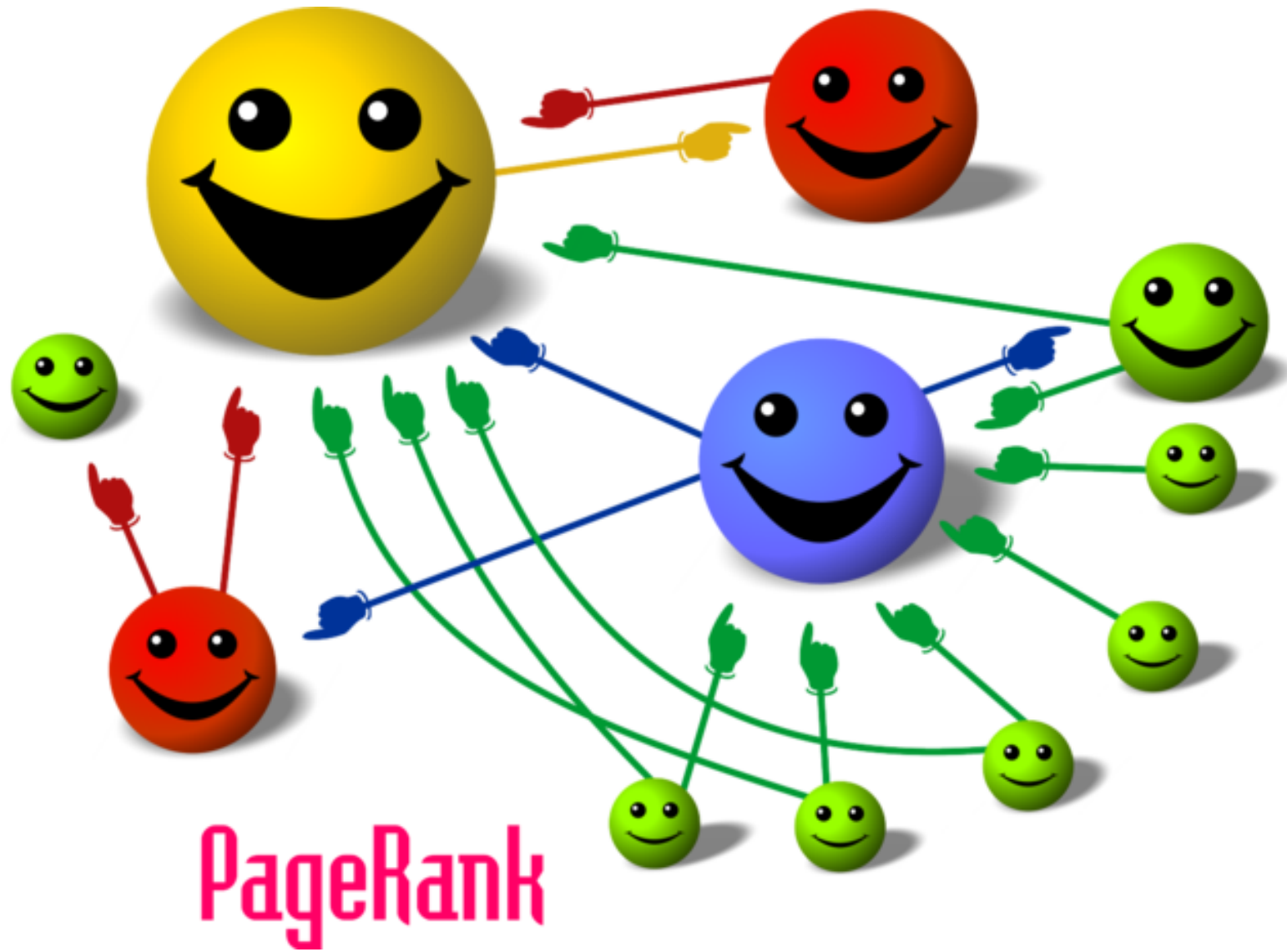


# Hyperlinks

Example: [A+ Attitude: The Key to Unlocking Classroom Success](#)

**Do you know how Google ranks  
search results?**





- YouTube: [How Google Search Works \(in 5 minutes\)](#)

# HTML Hyperlinks

- `<a>` - anchor tag
- Syntax

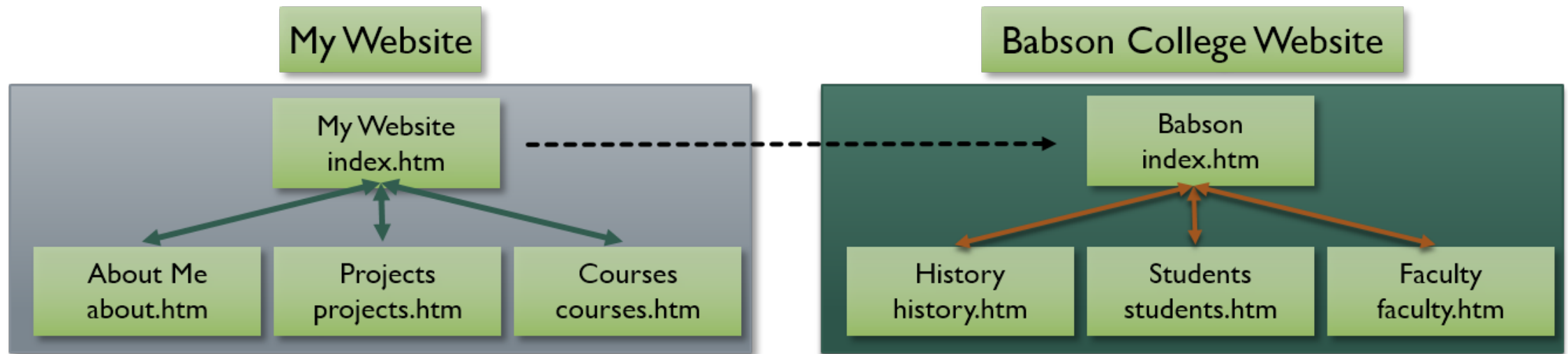
```
<a href="destination">link label</a>
```

- also has attribute-value pair
- "*destination*": a filename or URL
- link label: a text that users can see on the page

- Example:

```
...Click <a href="https://www.amazon.com">here</a> to go to Amazon.com...
```

# Are these links different?



# Types of Links

- Internal Link

- A link to another page of the same website
- Example:

```
<a href="about.html">About Me</a>
```

- Notice that the destination is simply a filename

- External Link

- A link to a page of a different website
- Example:

```
<a href="https://www.babson.edu/">Babson College</a>
```

- Notice that the destination is an absolute reference to a URL

# Specifying Destination Files in Internal Links

- Typically – all files are in one folder, e.g. *WebTech*

```
<a href="secondpage.html">Second Page</a>
```

- `secondpage.html` is in the same folder as the HTML file in which it is specified

- If you have a subfolder (say, *folder1*) inside *WebTech*

```
<a href="folder1/secondpage.html">Second Page</a>
```

- If you have the destination file outside *WebTech*

```
<a href="../secondpage.html"> Second Page </a>
```

- **DO NOT** use a full pathname

- e.g. `<a href="C:/.../WebTech/secondpage.html">Terrible Link</a>`



## Exercise - extending *index.html*

1. Create a **link** for "Babson" in *index.html* that directs to Babson's website.
2. Create a **link** for your hobby in *index.html* that directs to a website dedicated to that hobby.
3. Add a **link** at the bottom of *index.html* that directs to a new page called *sitemap.html*.
4. Create a new HTML file called *sitemap.html*.
5. Update the **title** of *sitemap.html* to "List of Work - Your Name".
6. Add a **link** to *ex01.html* in *sitemap.html*.
7. Add a **link** at the bottom of *sitemap.html* that directs back to *index.html*.

# Linking within a Page

- When a webpage loads, the browser window displays the top of the page and hides the bottom.
- Scrolling down moves the window down and reveals more content.
- Internal links allow users to quickly access specific sections of a webpage.
- **Question:** Can you think of an **example** of linking within a page?

# Implementing Links within a Page

1. Add `<a id="top"></a>` at the top of the page

- or `<h1 id="top">Top of Page</h1>`
- Make sure the page is long enough

2. You can create a link to this part of the page, from anywhere else in this page:

```
<a href="#top">Go to Top of Page </a>
```

3. You can also link to this position from other page.

```
<a href="index.html#top">Go to Top of Main Page </a>
```

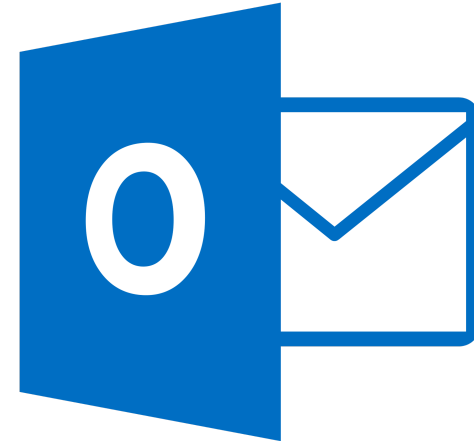
- This link references the section on *index.html* that has the id attribute `"top"`.
- This is a quick and efficient way to navigate and direct users to specific parts of a website.

# Email link

- An email link provides a link to an email address.

```
<a href="mailto:zli@babson.edu">Email Me</a>
```

- Clicking on an email link can perform the following actions:
  - Open the user's default email program
  - Create a new email message
  - Automatically populate the recipient field with the specified email address.
- This type of link is called a **mailto** link,



# Opening links in a new tab

- Use the attribute called `target` in your `<a>` tag
- `target="_blank"` will open the link in a new window.
  - this is "underscoreblank" not "spaceblank".
- Example:

```
<a href="https://www.amazon.com" target="_blank">Amazon</a>
```

- **Exercise:** change one link in *index.html* so it will be opened in a new tab.

# Questions?

