

On its own, `window.location.href` is a property that tells you what URL is currently being viewed. By setting a new value (an equal sign, followed by your new target URL in single quotes), you are telling the browser to load that new URL, similar to what would happen if a user clicked a link.

Using “`window.location.href`” to redirect adds a new entry to the current session history, meaning if the user clicks their “back” button, they can still return to the originating page.

This method tends to be a little faster than calling a function, which is what happens in the other two methods described below. However, speed can vary depending on the browser you’re using to test. It also tends to be supported by more browsers, compared to other methods. (A “function” is a block of code in JavaScript that completes a designated task. Typically, this task involves taking an input, and returning an output.)