

To create a link using an html element we use what is called an anchor tag:

```
<a href="http://appacademy.io">App Academy</a>
```

This clickable anchor tag element will link the user the URL provided through the href attribute. The text within the anchor tag element is the what appears as clickable on the page.

In the following code we create two anchor tags. One is self-closing with a name attribute and the other contains text that has an href attribute with the same name value preceded by a `#`. This is how we create in-page links. Clicking the 'Back to top' link wherever it is placed on the page will now take the user to the location of the named anchor tag.

```
<a name="top-of-page" />
  <!-- Imagine all of your other content in between. By the way, t
<a href="#top-of-page">Back to top</a>
```

The use of the `#` in the beginning of the url tells the browser to find an element on the page with the given name attribute instead of making a request to a URL.

## Images

We create image elements in HTML using a self-closing image tag with the `src` attribute referring to the path to the image data.