The first concept that I want to talk about was in chapter 2 about Text and it is the strikethrough element. This element is great for showing that an item has been updated without having to delete it. One of the most common ways to show this element is in the E- Commerce world. It is commonly used to show a previous price, almost exclusively higher than the current price. This is also known as anchoring in Psychology and it refers to the human decision making process that requires people to have an “anchor” to which value is referenced and calculated. An example of anchoring does not solely have to do with price. For instance, if one is buying a car, price will come into play, however one may also use mileage and year of the car as an anchor in which to establish an appropriate price. In that case milage and or year can be the anchor. Below is an example of strikethrough used on Amazon:

Diagram

Description automatically generated

The next topic I want to talk about is relative URLs. Relative URLs refer to a link to page or portion of your site that on your own website. It is a shorthand way of referencing another page within a website with having to include the protocol and domain. This is great for simpler websites that have fewer pages and all the information is located within the site. One of the advantages can also be If “you need to transfer a web resource to another domain, links with relative addresses will automatically redirect to the correct domain.” (seoquake.com) A few benefits to programmers are simplified code, fast transition of the site into working, increase in download speed. One of the downsides can be that having a lot of relative URL makes it harder for search engine optimization as web scrapers find it a bit harder to get content on your page. When using a relative URL it will look like this below as an example:

