

# CREATE A LINK TO ANOTHER WEB PAGE

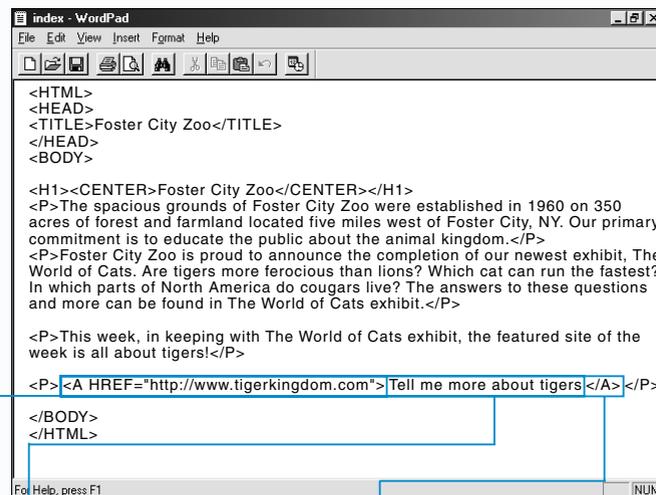
Use the `<A>` tag to link text or an image on your Web page to another page on the Web. When users select the link, the other Web page will appear. Make sure the text or image you use clearly indicates where the link will take users.

A link can take users to a Web page in your own Web site or to any page on the Web. When creating a link to a Web page you did not create, specify the absolute URL of the Web page. An absolute URL is the full address of the Web page,

such as `http://www.maran.com`. When creating a link to a Web page in your own Web site, you should use a *relative URL*. For more information, see the top of page 75.

Avoid placing two text links side by side on your Web page, since users may find it difficult to see that there are two separate links. When creating image links, keep in mind that some users do not see images. You may want to include corresponding text links for these users.

## CREATE A TEXT LINK

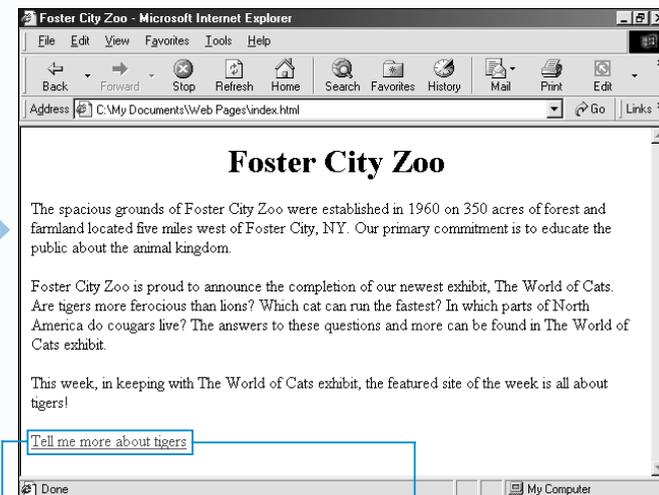


1 Type the text you want users to select to display another Web page.

2 Type `<A HREF="?">` in front of the text, replacing ? with the address of the Web page you want to display.

Note: To link the text to a Web page in your own Web site, see the top of page 75.

3 Type `</A>` after the text.



The Web browser displays the text link. The text link appears underlined and in color.

A user can click the text link to display the Web page you specified.

## Extra

When creating a link to a Web page in your own Web site, specify the location of the Web page using a relative URL. If the Web page is stored in the same folder as the Web page that contains the link, the relative URL can specify just the name of the Web page (example: `prices.html`). If the Web page is stored in a subfolder, the relative URL must specify the name of the subfolder and the name of the Web page (example: `products/prices.html`).

### Example:

```
<A HREF="products/prices.html">View our latest products!</A>
```

Include navigational links on your Web pages to help users move through your Web site. For example, each Web page in your Web site should include a link to your home page. Images for navigational links are available at the [www.bycarel.com/buttons](http://www.bycarel.com/buttons) and [www.station4.com/buttonfactory](http://www.station4.com/buttonfactory) Web sites.

### Example:

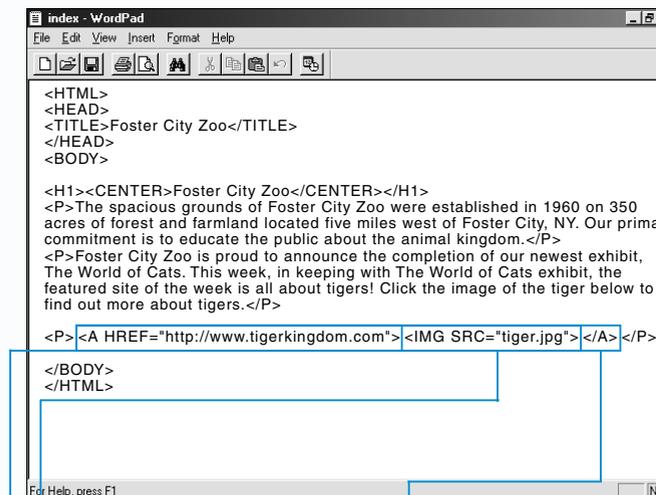
```
<A HREF="index.html"><IMG SRC="homebutton.gif"></A>
```

You may want to remove the border that automatically appears around an image link. In the `<IMG>` tag for the image you no longer want to display a border, type `BORDER="0"`.

### Example:

```
<A HREF="http://www.maran.com"><IMG SRC="book.gif" BORDER="0"></A>
```

## CREATE AN IMAGE LINK

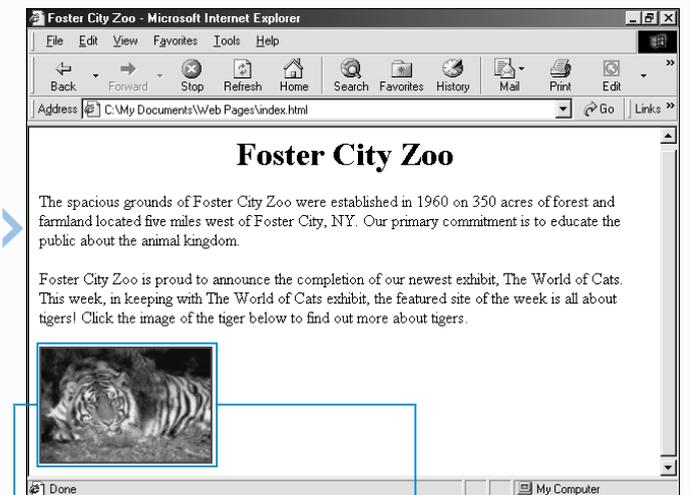


1 Add the image you want users to select to display another Web page.

2 Type `<A HREF="?">` in front of the image, replacing ? with the address of the Web page you want to display.

Note: To link the image to a Web page in your own Web site, see the top of this page.

3 Type `</A>` after the image.



The Web browser displays the image link. A border appears around the image link.

A user can click the image link to display the Web page you specified.

## CREATE A LINK WITHIN A WEB PAGE

You may want to include a link on your Web page that will take users to another area of the same Web page. This lets users quickly display information of interest. For example, you may want to create a table of contents that contains links to different sections of a long Web page.

To create a link within a Web page, you must first name the Web page area you want users to be able to quickly display. This area is often referred to as an anchor. Use the `<A>` tag with the `NAME` attribute

to name the Web page area. The name you use should contain only letters and numbers.

After you have named the Web page area, create a link to the area. The `<A>` tag with the `HREF` attribute allows you to create a link to a Web page area. When a user selects the link, the Web page area you specified will appear on the screen.

When creating multiple links within the same Web page, make sure you give each linked Web page area a different name.

### Extra

It is also possible to create a link that will take users to a specific area on another Web page in your Web site. First, name the Web page area you want users to be able to quickly display. Then create a link to the area on a different Web page. When creating the link, specify the name and location of the Web page that contains the area before the number sign (`#`) and the name of the Web page area. For information on specifying the name and location of a Web page, see the top of page 75.

#### Example:

**On the Web page that contains the area:**

```
<A NAME="vacuumcleaners"></A>
```

**On the Web page that contains the link:**

```
<A HREF="products.html#vacuumcleaners">
Vacuum Cleaner Models</A>
```

Many people include links at the end of each section of a long Web page that users can select to return to the top of the page.

#### Example:

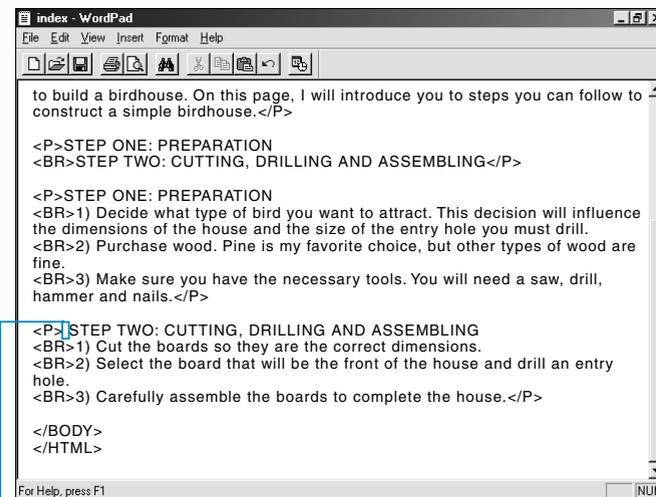
```
<A NAME="top"></A>Table of Contents
<A HREF="#top">Back to Top</A>
```

The `ID` attribute also lets you name the Web page area you want users to be able to quickly display. The `ID` attribute is not supported by some Web browsers.

#### Example:

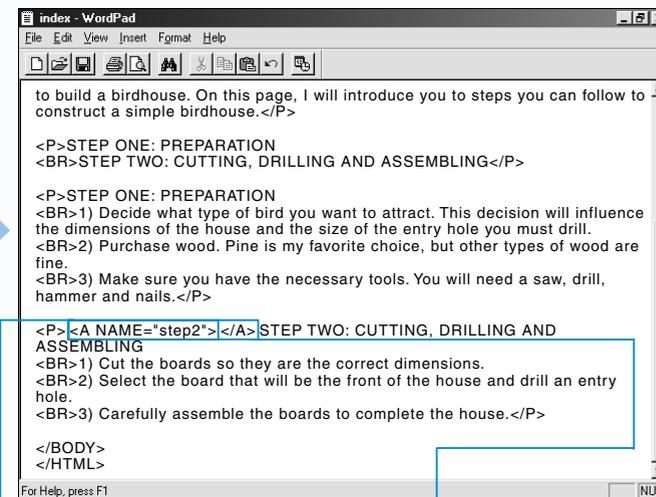
```
<H1 ID="Introduction">Introduction to My
Web Page</H1>
```

### CREATE A LINK WITHIN A WEB PAGE



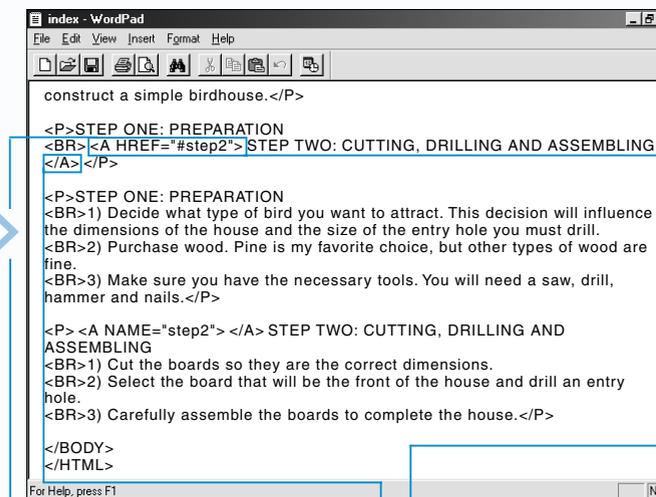
#### NAME WEB PAGE AREA

**1** Click in front of the Web page area you want users to be able to quickly display.



**2** Type `<A NAME="?">` replacing `?` with a name that describes the Web page area. The name you use should contain only letters and numbers.

**3** Type `</A>` to complete the naming of the Web page area.

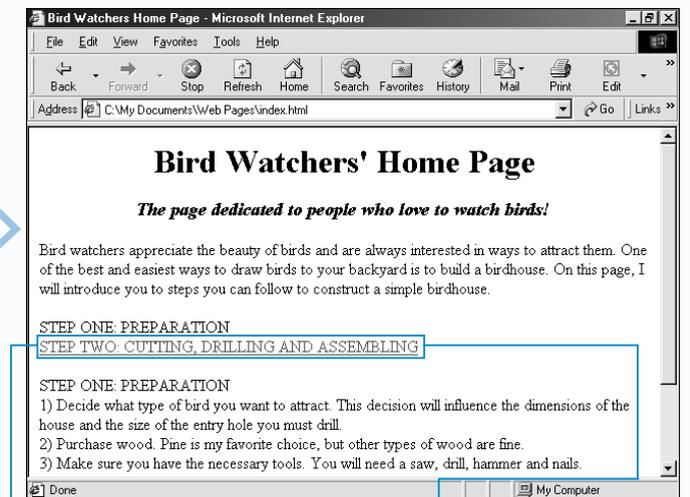


#### CREATE LINK TO WEB PAGE AREA

**4** Click in front of the text or image you want users to select to display the Web page area you named on page 76.

**5** Type `<A HREF="#?">` replacing `?` with the name you specified for the Web page area in step 2.

**6** Type `</A>` after the text or image.



The Web browser displays the link.

A user can click the link to display the Web page area you specified.

## CREATE A LINK TO AN IMAGE

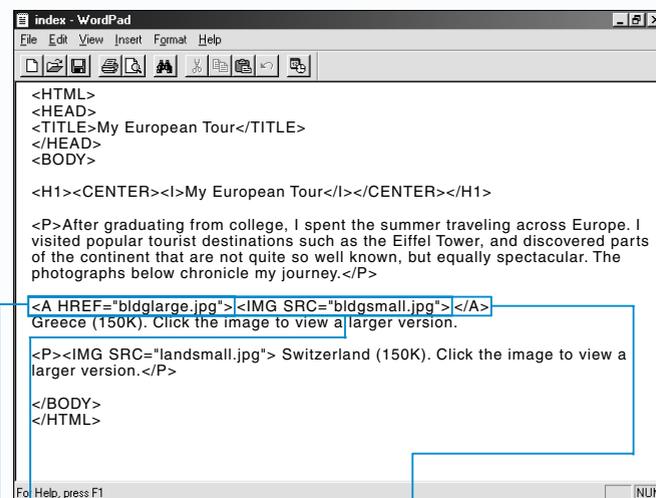
If you plan to include a large image on your Web page, consider creating a link that will take users to the image. This will give users access to the image without increasing the time it takes for your Web page to transfer to a computer.

Creating a link to an image is useful when including a thumbnail image on your Web page. A thumbnail image is a small version of an image that users can select to display the larger image. This lets users decide if they want to wait for the larger image to transfer to their computer. For information on reducing an image size, see page 60.

Creating a link to an image is also useful when you want to include an image that some Web browsers cannot display, such as a Windows bitmap (BMP) image. When a user selects the link, the image will appear in a program on the user's computer.

When creating a link to an image, you should provide a description of the image, including the size of the linked image in kilobytes (K). This helps users estimate how long the linked image will take to transfer to their computer.

### CREATE A LINK TO AN IMAGE

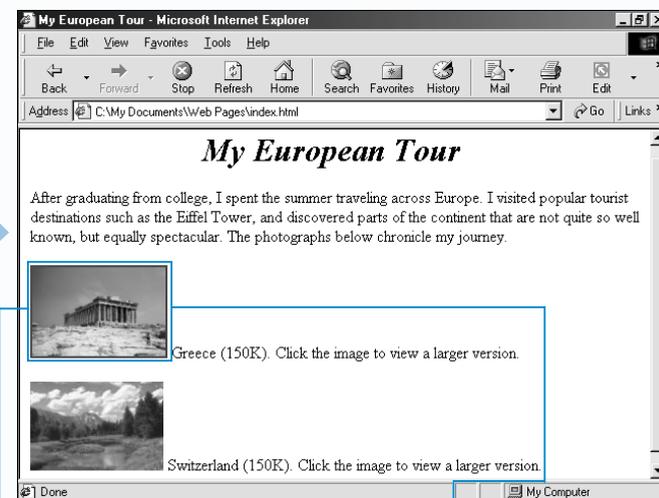


1 Type the text or add the image you want users to select to display the linked image.

2 Type `<A HREF="?">` in front of the text or image, replacing ? with the location and name of the linked image on your computer.

Note: For information on specifying the location and name of an image, see the top of page 45.

3 Type `</A>` after the text or image.



The Web browser displays the link.

A user can click the link to display the linked image.

## CREATE A LINK TO A FILE

Creating a link that users can select to transfer a file to their computers lets you make files such as documents and programs available to users.

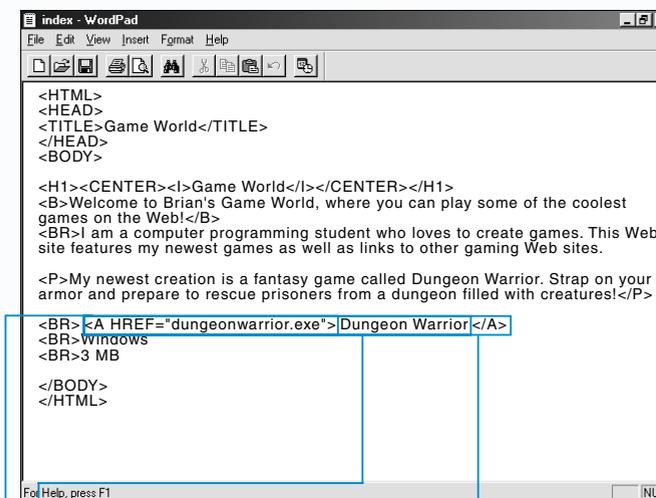
When creating a link to a file, you must specify the location of the file on your computer. If the file is stored in the same folder as your Web page, specify just the name of the file (example: game.exe). If the file is stored in a subfolder, specify the name of the subfolder and the name of the file (example: programs/game.exe).

When a user selects a link to a file, the user's Web browser will attempt to display the file.

If the browser cannot display the file, it will attempt to open the file in a program on the user's computer. If the user does not have a program that can display or run the file, the Web browser will give the user the option to save the file on their computer.

Include a description beside a link to a file to help users decide if they want to transfer the file. The description should include the type and size of the file. You should also provide a link that will take users to a Web site where they can obtain a program that will display or run the file.

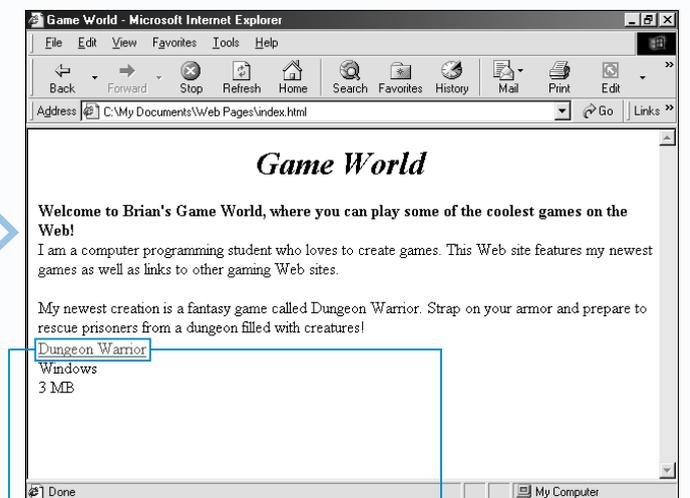
### CREATE A LINK TO A FILE



1 Type the text or add the image you want users to select to transfer a file.

2 Type `<A HREF="?">` in front of the text or image, replacing ? with the location and name of the file on your computer.

3 Type `</A>` after the text or image.



The Web browser displays the link.

Users can click the link to transfer the file you specified to their computers.

## CREATE AN E-MAIL LINK

Your Web page can include a link that will allow users to quickly send an e-mail message. Creating an e-mail link is useful when you want users to be able to send you questions and provide feedback that can help improve your Web pages.

When creating an e-mail link, you must specify the e-mail address of the person you want to receive the messages users send. For example, you may want to create an e-mail link that allows users to contact you or one of your employees.

When using text for an e-mail link, make sure that the text clearly indicates who will receive the e-mail messages. This helps users determine if they are contacting the correct person. For example, use informative text such as "E-mail a Technical Support Representative."

If you use an image for your e-mail link, you should include a corresponding text link for users who cannot view images. Some users turn off the display of images to browse the Web more quickly, while others use Web browsers that cannot display images.

### Extra

When creating an e-mail link, you can specify the e-mail address of a person you want to receive a copy of the e-mail messages users send. For example, you can have a supervisor automatically receive messages sent to your customer service department. When a user selects your e-mail link, the person's e-mail address will automatically appear in the Carbon Copy (Cc) area of the user's e-mail program. While many Web browsers support this feature, it is not part of the HTML standard.

#### Example:

```
<A HREF="mailto:customerservice@abc.com?cc=bmartin@abc.com">Customer Service</A>
```

You may want to specify a subject for an e-mail link you create. When a user selects the link, the user's e-mail program will automatically display the subject you specified. This can help you identify messages sent using the link. While many Web browsers support this feature, it is not part of the HTML standard.

#### Example:

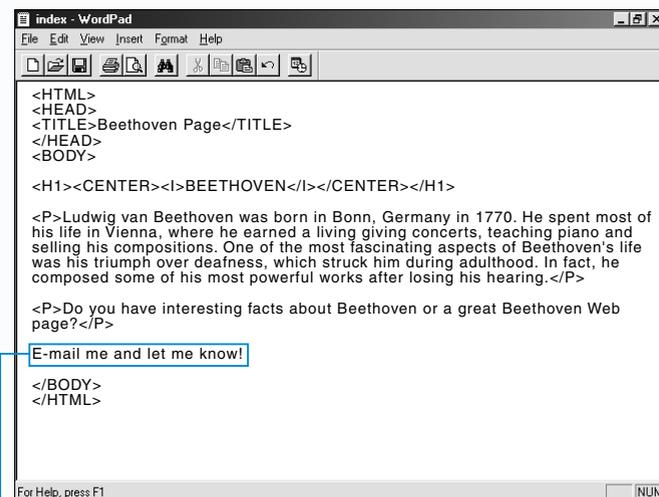
```
<A HREF="mailto:jsmith@abc.com?subject=comments">Send me your comments!</A>
```

When specifying additional information for an e-mail link, such as an address for the Cc area and a subject, separate each new item you add with an ampersand (&).

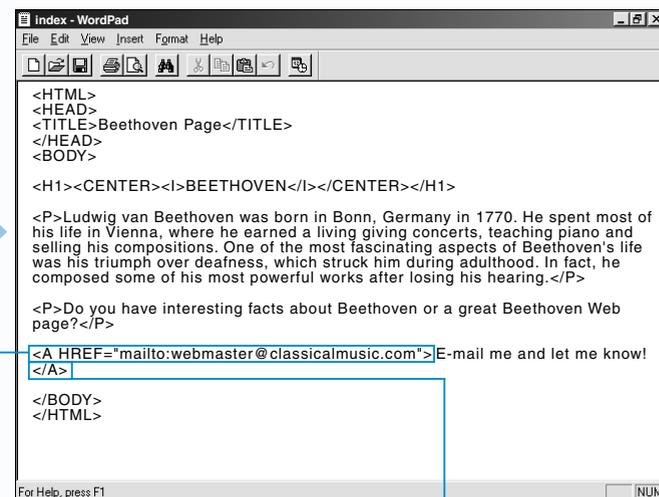
#### Example:

```
<A HREF="mailto:jsmith@abc.com?cc=bmartin@abc.com&subject=comments">Send me your comments!</A>
```

### CREATE AN E-MAIL LINK

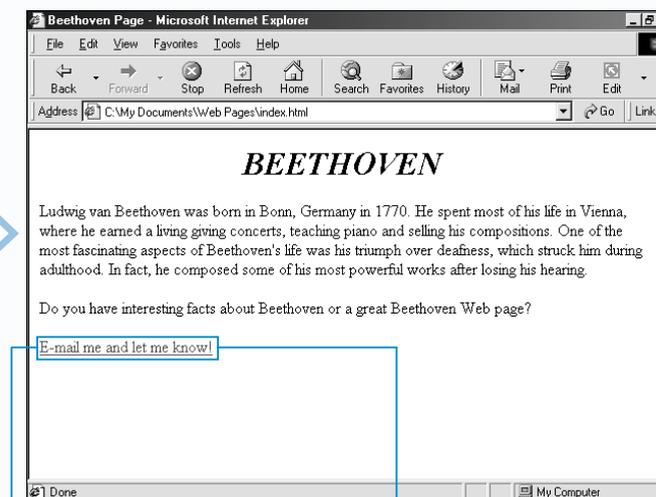


1 Type the text or add the image you want users to select to send an e-mail message.



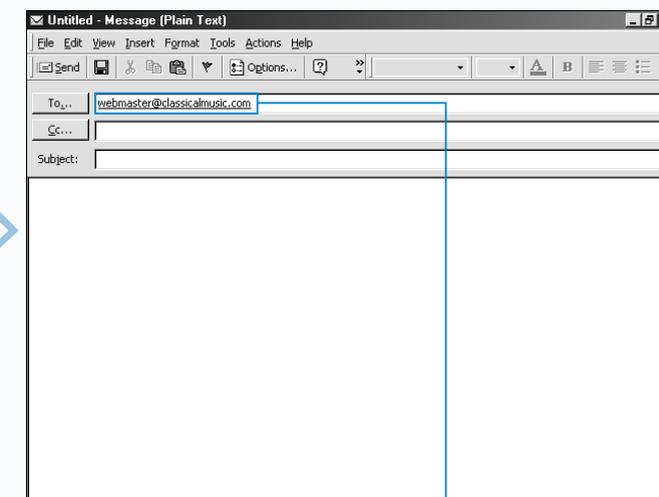
2 Type `<A HREF="mailto:?">` in front of the text or image, replacing ? with the e-mail address of the person you want to receive the messages.

3 Type `</A>` after the text or image.



The Web browser displays the e-mail link.

A user can click the e-mail link to send a message to the e-mail address you specified.



When a user selects an e-mail link, the user's e-mail program will start.

The e-mail program will automatically display the e-mail address you specified.

## CREATE A LINK TO AN FTP SITE

Your Web page can include a link that will take users to an FTP (File Transfer Protocol) site. FTP sites store files that users can download.

Many colleges, universities, government agencies and companies maintain FTP sites on the Internet. Some popular FTP sites include ftp.cdrom.com and ftp.winsite.com. You can find a list of FTP sites at the [hoo.hoo.ncsa.uiuc.edu/ftp](http://hoo.hoo.ncsa.uiuc.edu/ftp) Web site.

When creating a link to an FTP site, you must specify the full address of the site, beginning the address with ftp://. For example, to create

a link to the ftp.cdrom.com site, you must type ftp://ftp.cdrom.com.

When a user selects a link to an FTP site, the main directory for the site usually appears on the screen. The user can then navigate through the site to find files of interest.

In most cases, users can visit FTP sites anonymously, which means they do not need a user name and password to visit the sites. If an FTP site requires a user name and password, include this information in the link. See the top of page 83 for more information.

### Extra

The information available at an FTP site is stored on an FTP server. The server communicates with Web browsers through a connection called a port. Most FTP servers use port 21. If an FTP server uses a different port, you must specify the number of the port in the link. Type a colon (:) after the address of the FTP site and then type the number of the port.

#### Example:

```
<A HREF="ftp://ftp.megaftp.com:9999">Mega FTP</A>
```

An FTP site you create a link to may require a user name and password. When specifying the address for the FTP site, type ftp:// followed by the user name and password for the site. Separate the user name and password with a colon (:). Then type @ followed by the address of the FTP site.

#### Example:

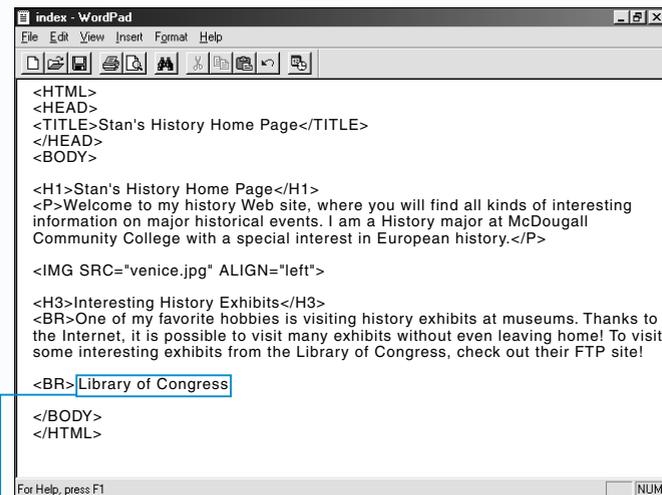
```
<A HREF="ftp://username:password@ftp.megaftp.com">Mega FTP</A>
```

You may want to create a link to a specific file in an FTP site. This allows users to quickly find information without having to navigate through the site. After the address of the FTP site, type the path to the file.

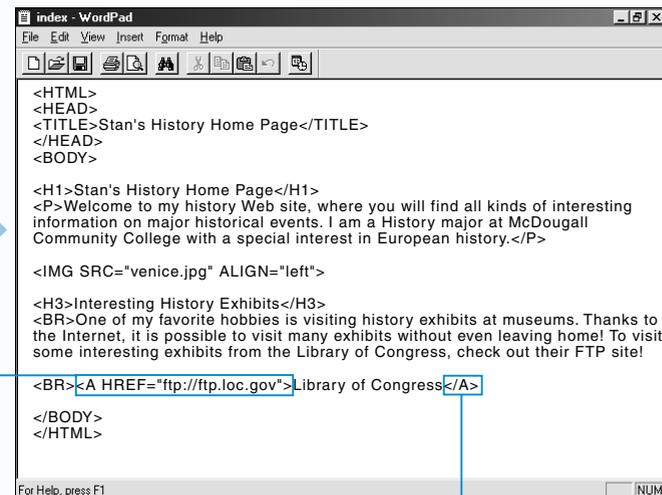
#### Example:

```
<A HREF="ftp://ftp.megaftp.com/pub/newlist.txt">The Latest File</A>
```

### CREATE A LINK TO AN FTP SITE

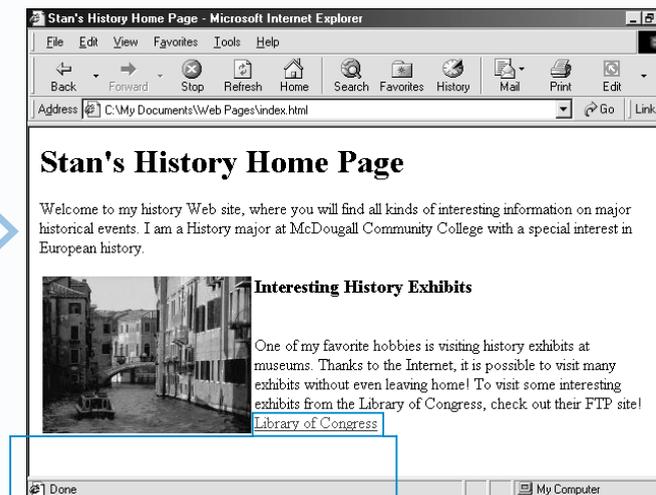


1 Type the text or add the image you want users to select to display an FTP site.



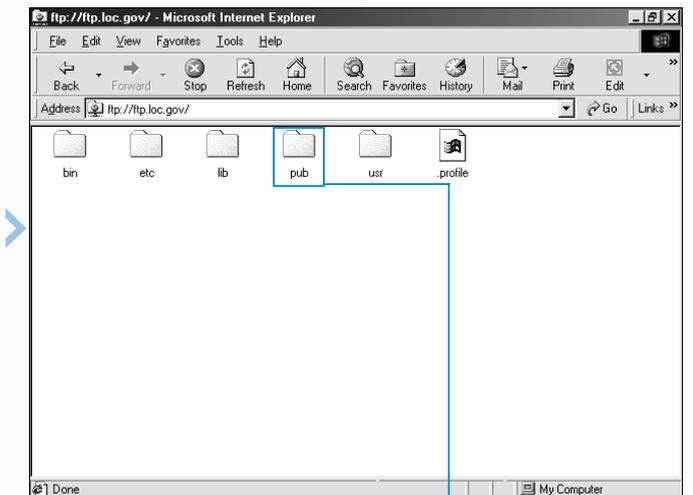
2 Type <A HREF=?> in front of the text or image, replacing ? with the address of the FTP site.

3 Type </A> after the text or image.



The Web browser displays the link to the FTP site.

A user can click the link to display the FTP site you specified.



When a user selects the link, the FTP site you specified appears.

Users can find files of interest in the **pub** or **public** directory of an FTP site.

## OPEN A LINK IN A NEW WINDOW

The **TARGET** attribute allows you to open a link in a new window. The window containing the link will remain open, allowing users to quickly return to your Web page when they have finished viewing the linked information.

When opening a link in a new window, specify a name for the window using the **TARGET** attribute. The name you specify will identify the window to Web browsers but will not appear in the window. To have several links open in the same window, specify the same name for each link. Window names are case sensitive, so you must use the same uppercase and lowercase letters for each name.

To have a link open in a new, unnamed window, use the **\_blank** value with the **TARGET** attribute. Each link that uses the **\_blank** value will open in a different window.

### Extra

To specify that you want all of the links on your Web page to open in the same new window, use the **<BASE>** tag with the **TARGET** attribute. This saves you from having to enter the information for each link individually. Between the **<HEAD>** and **</HEAD>** tags, type **<BASE TARGET="?">** replacing **?** with a name for the window.

#### Example:

```
<BASE TARGET="main">
```

### OPEN A LINK IN A NEW WINDOW

```
<HTML>
<HEAD>
<TITLE>Into the Wild</TITLE>
</HEAD>
<BODY>

<H1><I>Into the Wild!</I></H1>

<IMG SRC="cougar.jpg" WIDTH="150" HEIGHT="85" ALIGN="left">
<P><B>Would you like to venture beyond the beaten path? Do so with Into the Wild's
adventure tours.</B>
<BR>Whether you'd like to take a nature photography tour, camp in the rugged wilderness
of the Rocky Mountains or go on a canoeing adventure, we have the trip for you!
<BR>We provide once-in-a-lifetime adventures for groups or individuals. Call today for
information on our packages and sign up for an unforgettable experience!</P>

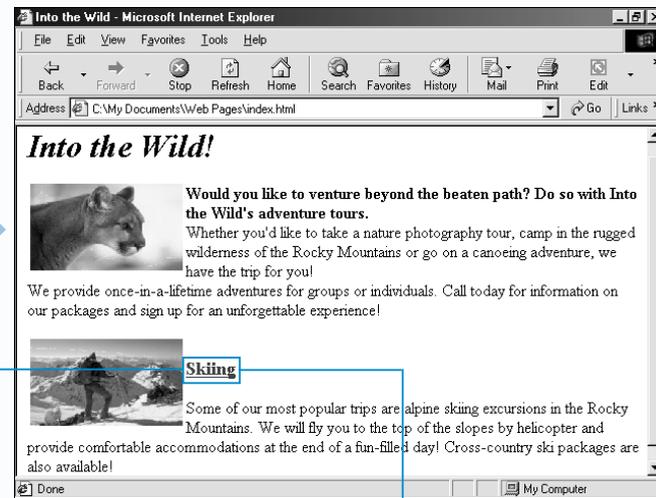
<IMG SRC="skier.jpg" WIDTH="150" HEIGHT="85" ALIGN="left">
<BR><H3><A HREF="skiing.html" TARGET="skiing">Skiing</A></H3>
<P>Some of our most popular trips are alpine skiing excursions in the Rocky Mountains.
We will fly you to the top of the slopes by helicopter and provide comfortable
accommodations at the end of a fun-filled day! Cross-country ski packages are also
available!</P>

</BODY>
```

1 In the **<A>** tag for a link you want to open in a new window, type **TARGET="?"** replacing **?** with a name for the window.

2 To have multiple links open in the same new window, repeat step 1 for each link, specifying the same name for the window.

Note: To have a link open in a new, unnamed window, type **TARGET="\_blank"** in step 1.



3 The Web browser displays the link.

4 A user can click the link to open the linked information in a new window.

## CHANGE LINK COLORS

The **LINK**, **VLINK** and **ALINK** attributes allow you to change the color of links on your Web page.

Use the **LINK** attribute to change the color of links that users have not yet selected and the **VLINK** attribute to change the color of links that users have previously selected. The **ALINK** attribute lets you change the color of active links. An active link is a link that a user is currently selecting.

When changing the color of links, make sure that you choose different colors for unvisited, visited

and active links. You should also make sure that the colors you choose work well with the background color of your Web page.

Keep in mind that the link colors you choose may not appear the way you expect on some computers since some users can set their Web browsers to override the colors you choose.

While the **LINK**, **VLINK** and **ALINK** attributes are still supported by Web browsers, the use of *style sheets* is now preferred. For information on style sheets, see page 196.

### CHANGE LINK COLORS

```
<HTML>
<HEAD>
<TITLE>Cool Web Pages</TITLE>
</HEAD>
<BODY LINK="#FF0000">

<H1><CENTER>Wendy's Cool Web Pages</CENTER></H1>

<P>Welcome to my home page on the World Wide Web. My name is Wendy Oates.
I'm a third-year computer science student at City College in Sydney, Australia.</P>

<P>The purpose of this page is to introduce Web surfers to cool pages on the
Web. Visit here every day to learn about a page that has amazing graphics, funny
stories or other noteworthy things. Just click on the link below and you will instantly
go to today's cool page.</P>

<P><A HREF="funjokes.html">Today's Cool Page!</A></P>

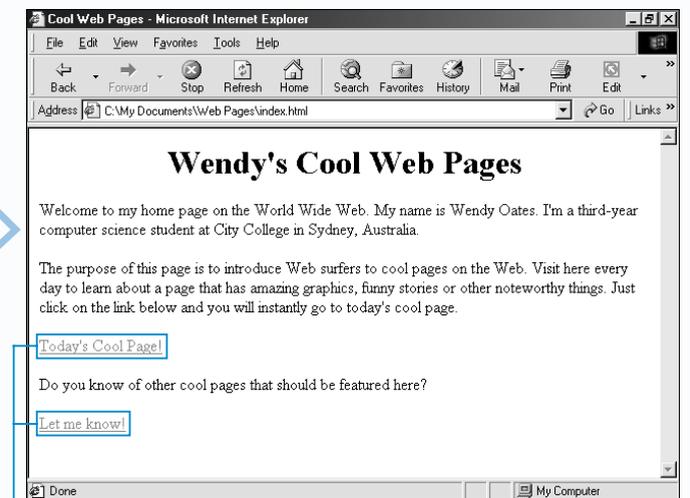
<P>Do you know of other cool pages that should be featured here?</P>
<A HREF="mailto:wendy@xzy.com">Let me know!</A>

</BODY>
</HTML>
```

1 In the **<BODY>** tag, type the attribute for the type of link you want to change (**LINK**, **VLINK** or **ALINK**).

2 Type **"?"** replacing **?** with the name or hexadecimal value for the color you want to use (example: red or #FF0000).

Note: For a list of colors, see the color chart at the front of this book.



3 The Web browser displays the link colors you specified.

