

COMSC-030

Web Site Development- Part 1



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Note: Lecture has no audio

Lecture 7



7

Add Links

Are you ready to start adding links to your Web pages? This chapter shows you how to create all kinds of links in your HTML documents to allow users to jump to other pages or pages within your own site. You also learn how to add e-mail links and control the appearance of links.

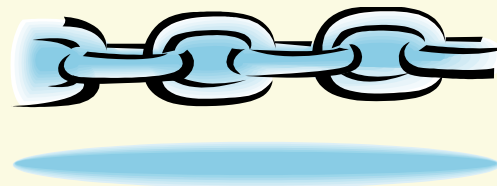
Lecture 7 Topics: Add Links

- Understanding Links
- Understanding URLs
- Insert a Link to Another Page
- Insert a Link to a New Window
- Insert a Link to an Area on the Same Page
- Link to an E-mail Address



Understanding Links

- **Hyperlinks**, or links for short, are the heart and soul of Web pages.
- Links enable users to **navigate** from one topic to the next and from one page to another.
- The user simply clicks the link and the browser immediately opens the designated page.



Understanding Links

Types of Links

- Links can be text or images.
- Most commonly, links appear as **underlined** text on a page. However, images, also make good links.
- When a user hovers his or her mouse pointer over a link, the pointer takes the shape of a **pointing hand**, indicating the presence of an active link.

Text

Image

Understanding Links

Types of Links- Images

South Sacramento home - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address http://mydoctor.kaiserpermanente.org/ncal/facilities/region/southsacramento/area_master/home/

KAISER PERMANENTE

Home kp.org Guía en español Search kp.org

My health manager Health & wellness Health plans & services Locate our services

South Sacramento Medical Center

Search facility content Go

- Home
- About us
- New members
- Departments
- Health resources
- News & events
- Locations & directions

Welcome to South Sacramento and Elk Grove

Welcome to our website, which features the latest information on our services, physicians, health education resources, and community involvement in the South Sacramento and Elk Grove areas.

Text size [A](#) [A](#) [A](#)

our physician's home page
Visit your physician online - your doctor has a website to help you partner in managing your health.

In the news
Kaiser Permanente named Healthiest employer in Sacramento Business Journal survey

Image Links

Understanding Links

Types of Links- Text

Kaiser Permanente - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites

Address http://mydoctor.kaiserpermanente.org/ncal/facilities/region/southsacramento/area_master/departments/ Go Links Convert

KAISER PERMANENTE Home kp.org Guía en español Search kp.org

My health manager Health & wellness Health plans & services Locate our services

South Sacramento Medical Center

Search facility content Go

- > Home
- > About us
- > New members
- > **Departments**
 - South Sacramento
 - Wyndham
 - Elk Grove
 - South Valley
- > Health resources
- > News & events
- > Locations & directions

South Sacramento and Elk Grove departments Text size [A](#) [A](#) [A](#)

Quick Links

Choose your doctor
Find your doctor's home page
E-mail your doctor
View your lab results
Awards and recognition

A	N
<ul style="list-style-type: none">Adult MedicineAllergyAnesthesiology	<ul style="list-style-type: none">NephrologyNeurology
C	O
<ul style="list-style-type: none">CardiologyChemical Dependency ServicesChild and Adolescent PsychiatryChronic Condition Management Nutrition Team	<ul style="list-style-type: none">Occupational HealthOncologyOphthalmologyOptometryOrthopedics

Text Links

Understanding Links

Link to Other Web Pages

- You can use links on your Web page to **direct** users to other pages on the Internet.
- For example, you might include a link on your company Web page to a local city directory detailing available activities and hotels in the area.
- Or you might add a link on a product page to the manufacturer's Web site.

Understanding Links

Link to Other Web Pages



Home kp.org

Guía en español

Search kp.org

My health manager

Health & wellness

Health plans & services

Locate our services

South Sacramento Medical Center

Search facility content



> Home

> About us

> New members

> Departments

> Health resources

> News & events

> Locations & directions

Quick Links

Locations & directions

Below is a list of our South Sacramento fac



[Maps and Directions](#)

[Campus map](#)

6600 Bruceville Road, Sacramento CA 95823 - Google Maps - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Refresh Print

Address http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=6600+Bruceville+F Go Links Convert Select

Web Images Videos Maps News Shopping Gmail more

New! Help Sign in

Google maps 6600 Bruceville Road, Sac

Get directions My places

6600 Bruceville Rd
Sacramento, CA 95823

Directions Search nearby more

Selected businesses at this address:

- Bissell John MD -
- Francis Deborah C -
- Giustina Thomas A MD -
- Harbison-Mahony-Higgins Inc -
- Herrera Gregory A MD -
- Ito Lloyd K MD -
- Kaiser Permanente Medical Center -
- Kaiser Permanente Medical Center: Ferronato Steven MD -
- Kaiser Permanente: Ashar Fawzia MD -
- Kaiser Hospital: Felix Michael S MD -
- Miller-Blair Dana Jeanne MD -
- Moreno Juan Patric MD -

500 ft

Google - Terms - Use - Edit in Google Map Maker - Report a problem

Understanding Links

Link to Other Pages on your Site

- If your Web site consist of more than one page, you can include **links to other pages** on the site.
- For example, your main page may provide links to pages about your business, products, and ordering information, and a map of your location.

Understanding Links

Link to Other Pages on your Site

The image shows two screenshots of the Kaiser Permanente website. The top screenshot shows a navigation menu with a red box around the 'Fast Facts' link. A red arrow points from this box to a larger screenshot below. The larger screenshot shows the 'Fast Facts' section in detail, which includes a list of statistics and a 'By the numbers' section.

Navigation Menu (Top Screenshot):

- My health manager
- Health & wellness
- Health plans & services
- Locate our services

Fast Facts Section (Bottom Screenshot):

Fast Facts

Learn more about Kaiser Permanente South Sacramento and Elk Grove.

By the numbers

- 161 - Licensed hospital beds
- 2,874 - Employees (area's largest private-sector employer)
- 389 - Physicians
- 196,054 - Members in South Sacramento and Elk Grove areas (more than 50 percent area's commercially-insured population)
- 75,000 - Emergency Room visits in 2010 (area's busiest ER)
- 1,155 - Trauma patients treated in 2010
- 11,437 - Surgical procedures in 2010
- 2,411 - Newborn deliveries in 2010
- \$81 million - Total our medical center and health plan provided in community benefit South Sacramento area in 2010

Our history

- 1984 - First medical office building opened in South Sacramento
- 1985 - Hospital opened
- 2003 - Elk Grove Medical Offices opened
- 2004 - Wyndham Building opened
- 2009 - Level II Trauma Center opened

Understanding Links

Link to Other Areas on the Same Page

- If your Web page is particularly long, you can provide links to **different areas** on the same page.
- For example, you might include links to each topic heading or photo on the page.
- This allows the **user to jump** right to the information he or she wants to view.

Understanding Links

Absolute and Relative Links

- You can use two types of links in your HTML documents: absolute and relative.
- **Absolute** links use a complete URL to point to a specific page on the Web.
- **Relative** links use shorthand to reference a page. You generally use relative links to reference documents on the same Web site.

Below are other resource links.

[HTML Getting Started at w3schools.com](#)

[How to Plan Building your Web Site?](#)

Understanding Links

Anchor Element

- The HTML element you use to create a link is called an **anchor** element.
- Anchor elements are identified by the `<A>` and `` tags.
- The **HREF** attribute works within the opening anchor tag to define the URL to which you want to link.

```
<A HREF= "http://www.w3schools.com/html/html.intro.asp">Text  
or Image </A>
```

Understanding URLs

- Every page on the Web has a unique address called **URL**.
- Short for **Uniform Resource Locator**, a URL identifies the domain name or host server where the page resides, and the directory path to the file.
- **Absolute URLs** link a complete Web page address, whereas a **relative URLs** link to a Web pages relative to the current page in which the link is embedded.

Understanding URLs

HTTP Prefix

- All URLs you type into an HTML document must include the standard HTTP prefix, such as <http://www.kaiserpermanente.org> or <http://www.kp.org>
- The HTTP protocol identifies the **URL** as a Web page.
- Most browsers **insert** the prefix for you when you surf the Web, but when you design your own Web pages, you must include the full prefix to make the URL valid.

Understanding URLs

FTP or MAILTO Prefix

- If you are linking to a file transfer site (FTP) or e-mail address, you can use the **FTP** or **MAILTO** prefixes instead of the HTTP prefix.
- For example, you might add a link to your **email address** so that visitors can e-mail you about the Web site.
- You can also link non-HTML resources, such as Adobe Reader PDF, word processing documents and compressed files.

Understanding URLs

Host Name

- Immediately following the identifying prefix is the name of the host server or domain name.
- Typically, host names are the name of the server or **company** storing your Web page files.
- Hosts can include commercial companies, educational institutions, and government agencies.
- In the URL <https://www.kaiserpermanente.org/>, **kaiserpermanente.org** is the name of the domain.

Understanding URLs

Directly Path and Filename

- If the page is stored in a directory on the server, the address generally includes a directory path to the file.
- For example, in the URL <http://www.mycompany.com/webdocs/home.html>, the **slashes** and **directory** names help define the path to the document file, home.html.
- In this example, the file is located within the webdocs directory. Directories act like folders found on your computer's hard disk drive.

Understanding URLs

Common URL Mistakes

- One of the easiest ways to add an error to your Web page is to type the **wrong URL** for a link.
- A broken link that leads to an error page is very frustrating for users visiting your Web site.
- Be very careful to check over your URLs, paying careful attention to typos.
- You should also pay attention to the filenames and extensions.
- One misplaced letter in a filename can create a **broken link**.

Insert a Link to Another Page

- You can create a link on your HTML document that, when clicked, takes the visitor to another page on the Web.
- You can link to a page on your own Web site, to a page elsewhere on the Web.

```
<A HREF= "http://www.w3schools.com/html/html.intro.asp">HTML  
Getting Started at w3schools.com</A>
```

Insert a Link to Another Page

Insert a Text Link

1. Type the text you want to use a link.
2. Type `` in front of the text, replacing ? with the URL of the page to which you want to link.
3. Type `` at the end of the link text.

Note: The Web browser displays the text as underlined link

Anytime the user moves the mouse pointer over the link, it takes the shape of a hand pointer indicating a link

The URL for this link appears on status bar

```
<A HREF= "http://www.w3schools.com/html/html.intro.asp">HTML  
Getting Started at w3schools.com</A>
```

Insert a Link to Another Page



Insert a Text Link

```
Understanding HTML Syntax and Rules_Chap8.HTML - WordPad
File Edit View Insert Format Help
[Icons]
<HTML>
<HEAD>
<TITLE>Understanding HTML Syntax</TITLE>
<BASE TARGET="_blank">
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>

<A HREF="http://www.w3schools.com/html/html_intro.asp" TARGET="_blank"><IMG SRC="HTML.jpg" ALIGN="Left"
WIDTH="100" HEIGHT="100" BORDER="0" HSPACE="20" ALT="http://www.w3schools.com/html/html_intro.asp"></A>

<P>The HTML language is simple language for describing Web page content. HTML stands for <B>H</B>yper <B>T</B>ext
<B>M</B>arkup <B>L</B>anguage. HTML is not a programming language, it is a markup language. A markup language is
a set of markup tags to describe web pages. HTML rules, called syntax, govern the way in which code is written.
Learning the right way to write your code can save you confusion and errors later.</P>

<BR>
<BR>

<H2>Below are other resource links.</H2>

<P><A HREF="http://www.w3schools.com/html/html_intro.asp">HTML Getting Started at w3schools.com</A></P>

<P><A HREF="Planning Your Web Site.html">How to Plan Building your Web Site?</A></P>
```

2

1

3

Insert a Link to Another Page



Insert a Image Link

1. Add the image you want to use as a link.
2. Type **** in front of the image coding, replacing ? with the URL of the page to which you want to link.
3. Type **** at the end of the image coding.
 - The Web browser displays the image as link
 - Anytime the user moves, the mouse pointer over the link, it takes the shape of hand pointer indicating a link
 - The URL for the link appears on the status bar

```
<A HREF= “http://www.w3schools.com/html/html.intro.asp”><IMG SRC=“HTML.jpg”></A>
```

Insert a Link to Another Page



Insert a Image Link

```
Understanding HTML Syntax and Rules_Chap8.HTML - WordPad
File Edit View Insert Format Help
[Icons]
<HTML>
<HEAD>
<TITLE>Understanding HTML Syntax</TITLE>
<BASE TARGET="_blank">
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle.css">
</HEAD>
<BODY>
<H1>Understanding HTML Syntax and Rules</H1>
<A HREF="http://www.w3schools.com/html/html_intro.asp" TARGET="_blank"><IMG SRC="HTML.jpg" ALIGN="Left"
WIDTH="100" HEIGHT="100" BORDER="0" HSPACE="20" ALT="http://www.w3schools.com/html/html_intro.asp"></A>
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Learning the right way to write your code can save you confusion and errors later.</P>
<BR>
<BR>
<H2>Below are other resource links.</H2>
<P><A HREF="http://www.w3schools.com/html/html_intro.asp">HTML Getting Started at w3schools.com</A></P>
<P><A HREF="Planning Your Web Site.html">How to Plan Building your Web Site?</A></P>
```

2

1

3

Insert a Link to Another Page



How do I link to another page on my Web site?

- You can link to another page on your site using a **relative URL**.
- Relative URLs allow you to simply list the name of the page file without needing to list the entire directory path such as ****
- The page must be stored in the same directory or folder as the current page.
- If the page is stored in a subfolder, you must identify the name of the subfolder or subdirectory first

Insert a Link to Another Page



How do I link to another page on my Web site?

- If the page is stored in a subfolder, you must identify the name of the **subfolder or subdirectory** first, such as familyphotos/vacationphotos.html

Insert a Link to Another Page



My link image includes a border. How do I remove the border?

- When you turn an image into a link, a border automatically surrounds the image.
- To remove the border, type **BORDER="0"** in the `` tag such as

```
<A HREF= "http://www.w3schools.com/html/html.intro.asp"><IMG SRC="HTML.jpg" BORDER="0"></A>
```

Insert a Link to a New Window

- You can add instructions to an HTML link that tell the browser to open the link page in a new browser window.
- You may add this instruction if you want to keep a window to your own site open so the user can easily return to your page.

```
<A HREF= http://www.w3schools.com/html/html.intro.asp  
TARGET= “_blank”> <IMG SRC=“HTML.jpg”></A>
```

Insert a Link to a New Window

- You use a target attribute within the link anchor element `<A>` to open links in new windows.
- By assigning the target the value `_blank`, it instructs the browser to keep you page open while opening a new unnamed window for the URL.

```
<A HREF= http://www.w3schools.com/html/html.intro.asp"  
TARGET= "_blank"> <IMG SRC="HTML.jpg"></A>
```

- To make all links on your page open in a new windows you can use the **BASE** element.

Insert a Link to a New Window



Link To A New Window

1. Click within the `<A>` tag for the link you want to edit and type `TARGET="?"`, replacing `?` with a name for the new window.
2. To target a new, unnamed window, type `"_blank"`.

```
<A HREF= http://www.w3schools.com/html/html.intro.asp  
TARGET= "_blank"> <IMG SRC="HTML.jpg"></A>
```

Insert a Link to a New Window



Link To A New Window

```
Understanding HTML Syntax and Rules_Chap8.HTML - WordPad
File Edit View Insert Format Help
[Icons]
<HTML>
<HEAD>
<TITLE>Understanding HTML Syntax</TITLE>
<BASE TARGET="_blank">
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>

<A HREF="http://www.w3schools.com/html/html_intro.asp" TARGET="_blank"><IMG SRC="HTML.jpg" ALIGN="Left"
WIDTH="100" HEIGHT="100" BORDER="0" HSPACE="20" ALT="http://www.w3schools.com/html/html_intro.asp"></A>

<P>The HTML language is simple language for describing Web page content. HTML stands for <B>H</B>yper <B>T</B>ext
<B>M</B>arkup <B>L</B>anguage. HTML is not a programming language, it is a markup language. A markup language is
a set of markup tags to describe web pages. HTML rules, called syntax, govern the way in which code is written.
Learning the right way to write your code can save you confusion and errors later.</P>

<BR>
<BR>

<H2>Below are other resource links.</H2>

<P><A HREF="http://www.w3schools.com/html/html_intro.asp">HTML Getting Started at w3schools.com</A></P>

<P><A HREF="Planning Your Web Site.html">How to Plan Building your Web Site?</A></P>
```

Insert a Link to a New Window



Make All Links Open New Window

1. Click within the **<HEAD>** and **</HEAD>** tags and type **<BASE TARGET="?">**, replacing ? with a name for the new window, such as main.

To target a new, unnamed window, type **"_blank"**.

```
<BASE TARGET= "_blank" >
```

Insert a Link to a New Window



Make All Links Open New Window

```
Understanding HTML Syntax and Rules_Chap8.HTML - WordPad
File Edit View Insert Format Help
[Icons]
<HTML>
<HEAD>
<TITLE>Understanding HTML Syntax</TITLE>
<BASE TARGET="_blank">
<LINK REL="stylesheet" TYPE="text/css" HREF="mystyle.css">
</HEAD>
<BODY>

<H1>Understanding HTML Syntax and Rules</H1>

<A HREF="http://www.w3schools.com/html/html_intro.asp" TARGET="_blank"><IMG SRC="HTML.jpg" ALIGN="Left"
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Learning the right way to write your code can save you confusion and errors later.</P>

<BR>
<BR>

<H2>Below are other resource links.</H2>

<P><A HREF="http://www.w3schools.com/html/html_intro.asp">HTML Getting Started at w3schools.com</A></P>

<P><A HREF="Planning Your Web Site.html">How to Plan Building your Web Site?</A></P>
```

Insert a Link to a New Window



Do I need to specify a name for the new window?

- No. Rather than worry about what to name a new window, it is often easier to leave the window unnamed.
- Always use the **TARGET =“_blank”** attribute if you do not want to create a window name.

Insert a Link to a New Window



Do I need to open new windows for every link?

- No. If a new window opens every time a user clicks a link on your page, the user might become **very irritated** with the number of windows.
- For ease of use, keep the new windows top a minimum, and only when the links visit a page outside of your own Web site.

Insert a Link to an Area on the Same Page

- The key to linking on the same page is assigning names to the various areas to which you want to link.
- You can do this with the **NAME** attribute.
- Keep your naming system simple, using only letters and numbers to name the sections throughout your document.

Insert a Link to an Area on the Same Page

- You can add links to your page that, when clicked, take the user to another **area on the same page**.
- This is particularly useful for longer documents.
- For example, you can add links that take the user to different headings throughout your document.

Insert a Link to an Area on the Same Page



Name an Area

1. Click in front of the section of text to which you want to create a link and type ``, replacing ? with a unique name for the area.
2. Type `` at the end of the section

```
<A NAME="#Reminder1"></A>
```

Insert a Link to an Area on the Same Page



Name an Area

```
<H2>Syntax Rules Reminders:</H2>
<OL>
<LI><A HREF="#Reminder1" TARGET="_self">Writing HTML</A></LI>
<LI><A HREF="#Reminder2" TARGET="_self">Elements</A></LI>
<LI><A HREF="#Reminder3" TARGET="_self">Attributes and Values</A></LI>
<LI><A HREF="#Reminder4" TARGET="_self">Entities</A></LI>
<LI><A HREF="#Reminder5" TARGET="_self">Avoid Syntax Errors</A></LI>
</OL>

<DIV CLASS="content">

<H2><A NAME="Reminder1"></A>1. Writing HTML</H2>
<P>The instructions you write in HTML are called tags. Tags are surrounded by angle brackets < >. You can write tags in upper or lower case. Many users prefer to write their tags in uppercase to make them easier to identify on the document page. If you create a page in XHTML, a stricter variation of HTML, you need to use lowercase letters for your tags.</P>
```

Insert a Link to an Area on the Same Page



Create a Link to the Area

1. In front of the text or image you want to turn into a link, type ``, replacing ? with a name of the section to which you want to link.

Note: Be careful not to leave out the pound sign (#) when linking to other areas of a page.

2. Type `` after the link text.

Note: You can also use an image as a link,

Insert a Link to an Area on the Same Page



Create a Link to the Area

1



2



```
<H2>Syntax Rules Reminders:</H2>
<OL>
<LI><A HREF="#Reminder1" TARGET="_self">Writing HTML</A></LI>
<LI><A HREF="#Reminder2" TARGET="_self">Elements</A></LI>
<LI><A HREF="#Reminder3" TARGET="_self">Attributes and Values</A></LI>
<LI><A HREF="#Reminder4" TARGET="_self">Entities</A></LI>
<LI><A HREF="#Reminder5" TARGET="_self">Avoid Syntax Errors</A></LI>
</OL>

<DIV CLASS="content">

<H2><A NAME="Reminder1"></A>1. Writing HTML</H2>
<P>The instructions you write in HTML are called tags. Tags are surrounded by angle brackets < >. You can write tags in upper or lower case. Many users prefer to write their tags in uppercase to make them easier to identify on the document page. If you create a page in XHTML, a stricter variation of HTML, you need to use lowercase letters for your tags.</P>
```

Insert a Link to an Area on the Same Page



Can I place a link at the bottom of my page that returns the user to the top of the page?

- Yes, It is always a good idea to add links to the bottom of a long document page to help the user navigate to the top again.
- To create such a link, first name the top section of the page following the steps show in this section.
- Then include link text that describes the link, such as Return to Top or Back to Top, and add a link that takes the user to the named section at top of document.

Insert a Link to an Area on the Same Page (pg 123)



How do I link a specific location on another page on my Web site?

- You can use the same technique shown in this section to link to another page on your site.
- Make sure you name the spot on the other page using the **** tag and attribute.

Link to an E-mail Address

- You can add a link to your Web page that allows users to send you an **e-mail message**.
- Adding e-mail links is good way to solicit feedback from your Web site visitors, as well as enable them to ask questions about you or your site.

```
<A HREF="mailto:jmistal@losmedanos.edu">webmaster:jmistal@losmedanos.edu</A>
```

Link to an E-mail Address



Link to an E-mail Address

1. Type the text you want to use as an e-mail link.
Note: It is a good idea to mention the name or title of the person to whom you want to e-mails to go or clearly indicate the link is an e-mail link.
2. In front of the link text, type **<A**
HREF="mailto:?", replacing ? with the email address you want to use
3. Type **** at the end of the link text.

```
<A HREF="mailto:jmistal@losmedanos.edu">webmaster:jmistal@losmedanos.edu</A>
```

Link to an E-mail Address



Link to an E-mail Address

```
<H2><A NAME="Reminder 5"></A>Avoid Syntax Errors</H2>
<P><IMG SRC="error.gif" ALIGN="Middle" WIDTH="100" HEIGHT="100" HSPACE="10" ALT="Image of error.gif">To avoid HTML
errors, always take time to proofread your code.<P>

<P>Make sure you have brackets on your tags and that your closing tags include a slash. You must surround any values
you define for attributes with quotation marks. It also helps to write your closing tags in reverse order of the
opening tags.</P>

</DIV>

<H5>Source: Simplified Creating Web Pages with HTML 3rd Edition by Sherry Willard Kinkoph</H5>

<BR>
<H5><A HREF="mailto:jmistal@losmedanos.edu">webmaster:jmistal@losmedanos.edu</A></H5>

</BODY>
</HTML>
```

Diagram illustrating the correct HTML syntax for linking to an email address. A red arrow labeled '2' points from the closing tag of the first paragraph to the closing tag of the second paragraph. A red arrow labeled '1' points from the closing tag of the first paragraph to the closing tag of the second paragraph.

Link to an E-mail Address



Can I preset a subject for an e-mail message?

- Yes, You can use the ? subject attribute with in the link tag to include a subject line with the e-mail message.
- When the user clicks the link to open his or her e-mail client, the subject area is already filled in.
- You might use this technique to help recognize e-mail generated fro your Web site. For example:

```
<A HREF="MAILTO: jmistal@losmedanos.edu  
?subject=comments">Web Site Comments</>
```

Link to an E-mail Address



Is it safe to use my-email address in a link?

- You should always use caution when thinking about placing a personal e-mail address online.
- E-mail addresses are notorious magnets for spamming.
- For this reason, you may want to create a special e-mail account for just your Web-generated e-mail messages.