

XHTML: Anchor Element

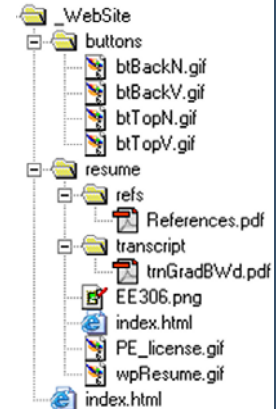
- ❖ Anchor elements are considered inline elements and used to create hyperlinks
- ❖ Link From Document Text (same folder)
`My Resume`
- ❖ Link From Document Image (different folder – use relative path)
`

`
- ❖ Link to URL
`TextPad`

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Specifying Relative Paths

- ❖ It is advisable to create a folder structure to organize a website
- ❖ The primary html document in each folder should be labeled index.html
- ❖ All linked file paths are relative to the folder that contains the active html document (case sensitive)
- ❖ From resume/index.html
 - ◆ ``
 - ◆ ``
 - ◆ ``



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```
<head>
  <title>My Resume</title>
</head>
<body>
  <h2 style="text-align:center">
    <a href="resume/index.html">My Resume</a>
  </h2>
  <p style="text-align:center">
    <a href="resume/index.html">
      
    </a>
  </p>
</body>
```



XHTML: Email Anchor Tag

- ❖ It is easy to include a link for email.
Email:
`
bob@yahoo.com
`
- ❖ Can also be used for an image:
`

`
- ❖ **Caution:** Spammers use robotic search engines to acquire email addresses from web pages. Utilization of an AntiSpam JavaScript function is recommended.

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Internal Document Anchors

- ❖ Setting internal anchors within documents enables jumping to a specific position
- ❖ Consider a named anchor to be a marker that you can jump to within a document.
``
- ❖ XHTML is deprecating the name attribute in favor of the id attribute. Using both attributes enables the named anchors to work with all browsers.
- ❖ The anchor jump is a hyperlink directed within a document. It is signified by symbol # preceding the name.

```
<a href="#EDUC"> [Education] </a>
```

(Brackets are just text)

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External Document Anchor

- ❖ Jumping to a particular line in another document can be done as shown:

```
<a href="Resume.html#EDUC"> Back </a>
```

- ❖ Or include a hyperlink from an image:

```
<a href="Resume.html#EDUC" >  
    
</a>
```

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Search Engine Cataloging

- ❖ Search engines generally use the Meta tags for cataloging purposes
- ❖ Meta tags are located in the head section
`<head>`
`<title>University of Guam » CS201</title>`
`<meta name="keywords"`
 `content="university, guam, CS201" />`
`<meta name="description"`
 `content="Computer Coding and Programming" />`
`</head>`
- ❖ Instructs search engine not to index web page
`<meta name="robots" content="noindex,nofollow" />`

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Planning a Web Site

- ❖ Who is your target audience?
- ❖ What are major objectives of web site?
- ❖ Develop consistent design theme
 - ◆ Use templates for common regions
- ❖ Develop intuitive navigation system
 - ◆ Best to limit links in group to maximum of 5
 - ◆ Best to make all info 3 clicks from home page
 - ◆ Best to create matching folder structure
 - ◆ Create site map to plan navigation structure

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Navigation

- ❖ **Navigation Road signs:**
 - ◆ Make links clear and understandable
 - ◆ Return to home obvious
 - ◆ Current location obvious
 - ◆ Be Consistent
- ❖ **30 Second Rule:**
 - ◆ Download Page with images (<100 kBytes)
 - ◆ Understand Page (Links)

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XHTML: Exercise

- ❖ Create a new folder in web site root folder and label it *resume*
- ❖ Create a second folder in web site root folder and label it *topic*
- ❖ Copy resume page to the resume folder and rename it index.html
- ❖ Create a topic web page and save it to the topic folder with the name index.html
- ❖ Insert Meta Tags into all documents to enable or disable search engine cataloging
- ❖ Create hyperlinks between all three documents

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