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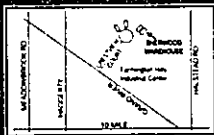
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Link on your Web



BARRY JENSEN

Second of two
parts

There are a couple other things that can go on a Web page. Foremost among these are links. A link is the address of another interesting page - and more. A link is

special because if a viewer clicks his mouse button on the link, that page will be whisked to his screen.

Let's say you want to establish a link. First you have to know what the address is. For example, let's say you want to build a link to the company Steve Jackson Games. Somehow you find out that the address is <http://www.io.com/sjgames>

So you would start with the following coding on your Web page:

```
<A HREF="http://www.io.com/sjgames">
```

This tells a viewer's computer to get information from this location if the viewer clicks on the instruction.

You usually follow the link name with the name of whatever you are going to link to. Example:

Steve Jackson Games Co.
The command tells the computer that this is the end of the link.

The example would look like:

```
<A HREF="http://www.io.com/sjgames">Steve Jackson Games Co. </A> <BR>
```

Notice I used a
 after the because I want this to be the end of a line. Anyone who reads this page would see Steve Jackson Games Co. in a different color at the end of a line. (Or it might be underlined, depending on which program he is using to view Web pages.) You can put links in the middle of a line just as well as anywhere else.

The last simple technique of this simple Web page is a mail-to. If you wanted to make it easy for the user to send mail to dolphin2@oeonline.com, the coding looks like this:

```
<A HREF="mailto:dolphin2@oeonline.com"> Click here to email me. </A> <BR>
```

All the user would see is Click here to email me in a contrasting color (or it might be underlined). But when he clicked on one of the words, his screen would show an email box with the "send to" line already filled in.

When you have finished your Web page, tell the computer that you have finished with body copy and with the whole page. You do this by typing </BODY> </HTML> at the very end of your page.

Really, that's all there is to putting some text on an Web page. Well, there is one more thing: you need an electronic place to put it that the world can get to.

If you have a for-profit web page, OE On-Line! will be happy to build a Web page for you and present it to the World Wide Web for you. There is, of course, a charge.

If you have an account with OE On-Line! and you want to build a non-profit or not-for-profit Web page, OE On-Line! will present your page to the World Wide Web for free! Many colleges and universities have similar policies.

There are lots of nifty techniques that are beyond the scope of this discussion, but you might be interested in learning about them if you want a fancier Web page. Book stores and libraries have many books available on building Web pages (or homepages, as they are often called). We just picked up One-A-Day WebPage Wake-Ups for \$25 at the bookstore. One-A-Day is not for the absolute neophyte, but it covers many of the techniques that can spice up your web page and addresses many issues page builders should be aware of.

Or you can just look at the Web pages you see on the Internet. Most Web programs will let you look at the underlying coding, usually by going to that program's file menu and selecting "source" or some such word.

Schools, community centers or similar groups often offer courses in building Web pages.

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