

## Tutorial 2: Developing a Web Site

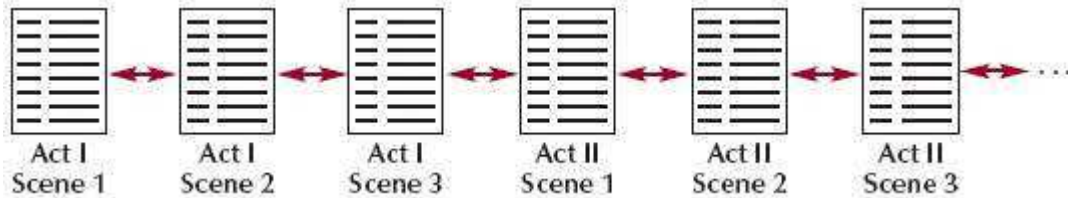
### TRUE/FALSE

1. The home page acts as a focal point for the Web site.

ANS: T                      PTS: 1                      REF: HTML 75

2. Linear structures work for Web sites that are large and have a clearly defined order of pages.

ANS: F                      PTS: 1                      REF: HTML 75

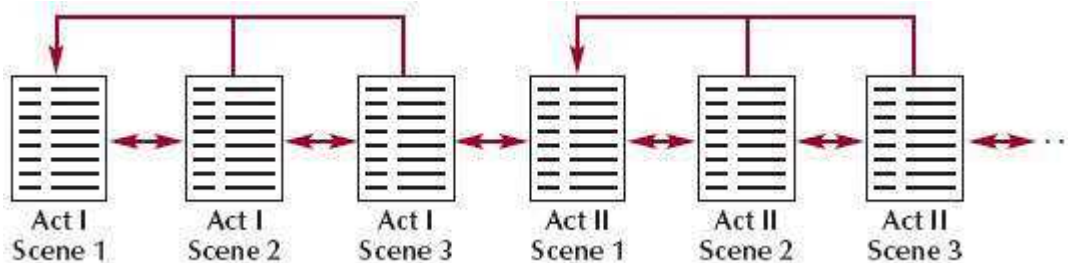


3. The structure shown in the accompanying figure is a hierarchical structure.

ANS: F                      PTS: 1                      REF: HTML 75

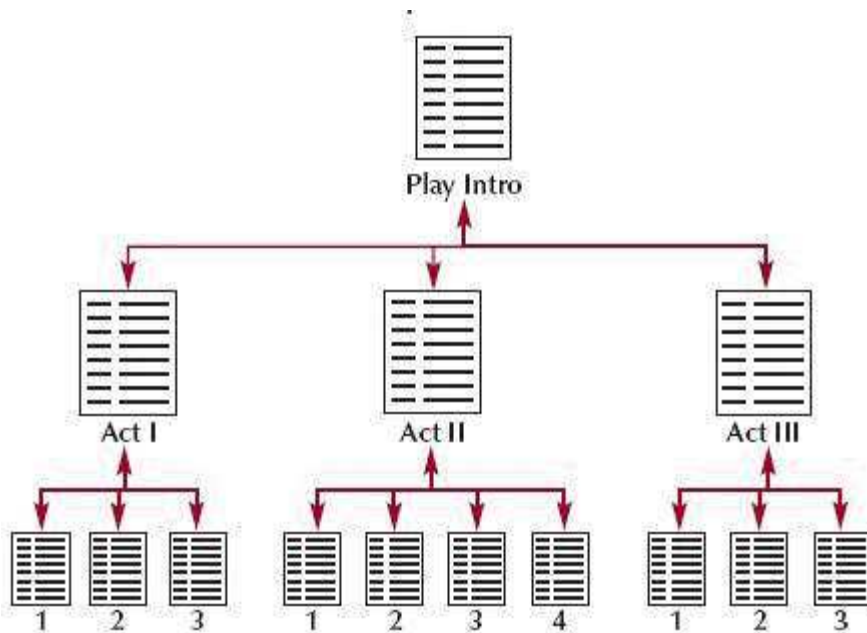
4. In the structure shown in the accompanying figure, you can jump only from one page to the next or previous page.

ANS: T                      PTS: 1                      REF: HTML 75



5. The structure shown in the accompanying figure is an augmented linear structure.

ANS: T                      PTS: 1                      REF: HTML 75



6. The structure shown in the accompanying figure is a linear structure.

ANS: F                    PTS: 1                    REF: HTML 76

7. You can combine linear and hierarchical structures in a Web site.

ANS: T                    PTS: 1                    REF: HTML 76

8. Unstructured Web sites can be difficult and frustrating to use.

ANS: T                    PTS: 1                    REF: HTML 77

9. Different Web site design principles apply to the protected section than to the regular, open section of the site.

ANS: F                    PTS: 1                    REF: HTML 78

10. Every Web site should include a navigation list, which is a list containing links to the main topic areas of the site.

ANS: T                    PTS: 1                    REF: HTML 79

11. Hyperlinks are created by enclosing some document content with a set of opening and closing <a> tags.

ANS: T                    PTS: 1                    REF: HTML 81

12. When you specify only the filename, the browser assumes the file is in the same folder as the document containing the hypertext link.

ANS: T                    PTS: 1                    REF: HTML 85

13. A relative path specifies a file's precise location within the entire folder structure of a computer.



ANS: F, linear

PTS: 1 REF: HTML 75

5. By default, a link currently being clicked or activated is underlined and blue. \_\_\_\_\_

ANS: F, red

PTS: 1 REF: HTML 82

6. The attribute, href = "url", indicates the resource targeted by the hyperlink. \_\_\_\_\_

ANS: T PTS: 1 REF: HTML 84

7. XHTML documents are rejected if they contain elements with duplicate ids. \_\_\_\_\_

ANS: T PTS: 1 REF: HTML 91

8. Marking a location with a(n) path does not change your document's appearance in any way; it merely creates a destination within your document. \_\_\_\_\_

ANS: F, anchor

PTS: 1 REF: HTML 95

9. Once the image has been marked as hypertext, clicking anywhere within the image jumps the user to the linked file. \_\_\_\_\_

ANS: T PTS: 1 REF: HTML 102

10. A Web site needs to include information about itself, called metadata, so search engines can read it and add the site to their search indices. \_\_\_\_\_

ANS: T PTS: 1 REF: HTML 121

11. A(n) protocol is a set of rules defining how information is passed between two devices.  
\_\_\_\_\_

ANS: T PTS: 1 REF: HTML 109

12. HTTP servers are file servers that act like virtual file cabinets in which users can store and retrieve data files. \_\_\_\_\_

ANS: F, FTP

PTS: 1 REF: HTML 114

13. A hyperlink containing the rel attribute is called a semantic link. \_\_\_\_\_

ANS: T PTS: 1 REF: HTML 120

14. Thumbnail images are small representations of larger image files. \_\_\_\_\_

ANS: T

PTS: 1

REF: HTML 102

15. A(n) server-side image map is an image map that is defined within the Web page and handled by the Web browser running on a user's computer. \_\_\_\_\_

ANS: F, client-side

PTS: 1

REF: HTML 104

### MULTIPLE CHOICE

1. From the \_\_\_\_\_, you add links to other pages in the site, defining the site's overall structure.
- a. web site
  - b. home page
  - c. URL
  - d. hyperlink

ANS: B

PTS: 1

REF: HTML 75

2. A(n) \_\_\_\_\_ links each page with the pages that follow and precede it.
- a. augmented linear structure
  - b. linear structure
  - c. hierarchical structure
  - d. mixed structure

ANS: B

PTS: 1

REF: HTML 75

3. A structure to make it easier for users to return immediately to the home page or other main pages is called a(n) \_\_\_\_\_.
- a. linear structure
  - b. mixed structure
  - c. augmented linear structure
  - d. mesh structure

ANS: C

PTS: 1

REF: HTML 75

4. When you want the home page to link to pages dedicated to specific topics, you should use the \_\_\_\_\_.
- a. augmented linear structure
  - b. linear structure
  - c. mixed structure
  - d. hierarchial structure

ANS: D

PTS: 1

REF: HTML 76

5. You assign each anchor its own anchor name, using the \_\_\_\_\_ attribute.
- a. name
  - b. anchor
  - c. link
  - d. identify

ANS: A

PTS: 1

REF: HTML 95

6. To create a link to an anchor, you use the \_\_\_\_\_ attribute.
- a. name
  - b. href
  - c. link
  - d. anchor

ANS: B

PTS: 1

REF: HTML 95

7. You link to an id or anchor using the anchor name preceded by the \_\_\_\_\_ symbol.
- a. &
  - b. ^
  - c. #
  - d. %

ANS: C

PTS: 1

REF: HTML 95

8. A page containing an outline of the entire site and its content, called a(n) \_\_\_\_, can be supplied to users.
- site outline
  - site index
  - index
  - content guide

ANS: B                      PTS: 1                      REF: HTML 77

9. Sections of most commercial Web sites are off-limits except to subscribers and registered customers and have a(n) \_\_\_\_ Web page that users must go through to get to the off-limits area.
- password-protected
  - protected
  - unprotected-entry
  - password key

ANS: A                      PTS: 1                      REF: HTML 78



10. The accompanying figure shows an example of a(n) \_\_\_\_ applied to a link.
- access
  - tooltip
  - alternative
  - base
11. Every Web site includes a list containing links to main topic areas of the site called a(n) \_\_\_\_.
- site list
  - topic list
  - navigation list
  - map list

ANS: B                      PTS: 1                      REF: HTML 119

ANS: C                      PTS: 1                      REF: HTML 79

12. Web page authors can take advantage of the structural elements provided by \_\_\_\_.
- HTML2
  - HTML1
  - HTML4
  - HTML5

ANS: D                      PTS: 1                      REF: HTML 81

13. The general syntax to create a hypertext link is \_\_\_\_.
- `<a ref="reference">content</a>`
  - `<a ref="reference">content /a`
  - `<a ref="reference">content a>`
  - `<a ref="reference"content a>`

ANS: A                      PTS: 1                      REF: HTML 81

14. When referencing a file located in a different folder than the link tag, you must include the \_\_\_\_ for the file.

- a. link
- b. path
- c. anchor
- d. map

ANS: B                      PTS: 1                      REF: HTML 87

15. Which of the following is an HTML-supported kind of path?
- a. absolute
  - b. relative
  - c. interpreted
  - d. Both A and B

ANS: D                      PTS: 1                      REF: HTML 87

16. A(n) \_\_\_\_ path provides a precise location for a file.
- a. relative
  - b. interpreted
  - c. absolute
  - d. indexed

ANS: C                      PTS: 1                      REF: HTML 87

17. With HTML, absolute pathnames begin with a \_\_\_\_.
- a. slash
  - b. period
  - c. comma
  - d. parenthesis

ANS: A                      PTS: 1                      REF: HTML 87

18. In an absolute pathname, after you type the name of the folder that contains the file, you type a final \_\_\_\_ and then the filename itself.
- a. comma
  - b. slash
  - c. period
  - d. parenthesis

ANS: B                      PTS: 1                      REF: HTML 87

19. Which of the following absolute pathnames is interpreted as “the chem.htm file is in the tutorial folder, which is a subfolder of the tutorial02 folder”?
- a. /tutorial02\_tutorial\_chem.htm
  - b. tutorial02/tutorial/chem.htm
  - c. /tutorial02/tutorial/chem.htm
  - d. tutorial02\tutorial\chem.htm

ANS: C                      PTS: 1                      REF: HTML 87

20. The links.htm file is in the same folder as the chem.html file. What is the relative pathname for the links.htm file?
- a. tutorial02\_tutorial\_links.htm
  - b. links.htm
  - c. /tutorial02/tutorial/chem/links.htm
  - d. /tutorial02/tutorial/links.htm

ANS: B                      PTS: 1                      REF: HTML 87

21. Which of the following absolute pathnames is interpreted as “the rock.htm file is in the case1 folder, which is a subfolder of the tutorial02 folder”?
- a. /tutorial02/case1/rock.htm
  - b. tutorial02\_case1\_rock.htm
  - c. \tutorial02\case1\rock.htm
  - d. tutorial02/case1/rock.htm

ANS: A                      PTS: 1                      REF: HTML 87

22. Which of the following absolute pathnames is interpreted as “the parks.htm file is in the extra folder, which is a subfolder of the /tutorial02/case1 folder”?
- a. tutorial02 case1 extra parks.htm
  - b. /tutorial02/case1/extra/parks.htm
  - c. /tutorial02\_case1\_extra\_parks.htm
  - d. tutorial02/case1/extra/parks.htm

ANS: B                      PTS: 1                      REF: HTML 87

23. To link to a document, you must specify its \_\_\_\_.
- a. property
  - b. relation
  - c. path
  - d. attribute
- ANS: C                    PTS: 1                    REF: HTML 87
24. To differentiate the absolute pathnames to files that are located on different drives, HTML requires you to include the drive letter followed by a \_\_\_\_.
- a. comma
  - b. period
  - c. slash
  - d. vertical bar
- ANS: D                    PTS: 1                    REF: HTML 87
25. A file named “chem.htm” in the tutorial02 folder on drive C of your computer has what absolute pathname?
- a. /C|/tutorial02/chem.htm
  - b. /C|:tutorial02/chem.htm
  - c. /C/tutorial02/chem.htm
  - d. /C|tutorial02/chem.htm
- ANS: A                    PTS: 1                    REF: HTML 87
26. Most Web designers use \_\_\_\_ pathnames in their hypertext links.
- a. absolute
  - b. relative
  - c. interpreted
  - d. regular
- ANS: B                    PTS: 1                    REF: HTML 87
27. A(n) \_\_\_\_ path specifies the location for a file in relation to the folder containing the current Web document.
- a. absolute
  - b. interpreted
  - c. relative
  - d. regular
- ANS: C                    PTS: 1                    REF: HTML 87
28. As with absolute pathnames, folder names are separated by \_\_\_\_ in relative pathnames.
- a. commas
  - b. periods
  - c. ampersands
  - d. slashes
- ANS: D                    PTS: 1                    REF: HTML 87
29. To reference a file in a folder directly above the current folder in the folder hierarchy, relative pathnames use two \_\_\_\_.
- a. periods
  - b. commas
  - c. ampersands
  - d. slashes
- ANS: A                    PTS: 1                    REF: HTML 88
30. Which of the following relative pathnames is interpreted as “the index.htm file is in the folder one level up in the folder tree from the current file”?
- a. ./index.htm
  - b. ../index.htm
  - c. /index.htm
  - d. \_\_\_/index.htm
- ANS: B                    PTS: 1                    REF: HTML 88
31. Which of the following relative pathnames is interpreted as “the chem.htm file is in the tutorial subfolder one level up in the folder tree from the current file”?





40. A(n) \_\_\_\_ is a set of rules that governs how information is exchanged.

- a. prototype
- b. index
- c. resource
- d. protocol

ANS: D                      PTS: 1                      REF: HTML 109

41. Web browsers communicate with Web servers using the \_\_\_\_ communication protocol.

- a. HTTP
- b. HTML
- c. URL
- d. FTP

ANS: A                      PTS: 1                      REF: HTML 109

42. All Web page URLs begin with the letters \_\_\_\_.

- a. html
- b. http
- c. url
- d. www

ANS: B                      PTS: 1                      REF: HTML 109

43. Following the communication protocol, there is typically a separator, such as a colon and two \_\_\_\_.

- a. commas
- b. periods
- c. slashes
- d. ampersands

ANS: C                      PTS: 1                      REF: HTML 110

44. In the URL <http://www.mwu.edu/course/info.html#majors>, the protocol is \_\_\_\_.

- a. http
- b. www.mwu.edu
- c. /course/info.html
- d. #majors

ANS: A                      PTS: 1                      REF: HTML 110

45. In the URL <http://www.mwu.edu/course/info.html#majors>, the server is \_\_\_\_.

- a. http://
- b. www.mwu.edu
- c. /course/info.html
- d. #majors

ANS: B                      PTS: 1                      REF: HTML 110

46. In the URL <http://www.mwu.edu/course/info.html#majors>, the path and filename of the document are \_\_\_\_.

- a. http://
- b. www.mwu.edu
- c. /course/info.html
- d. #majors

ANS: C                      PTS: 1                      REF: HTML 110

47. In the URL <http://www.mwu.edu/course/info.html#majors>, the id/anchor name is \_\_\_\_.

- a. http://
- b. www.mwu.edu
- c. /course/info.html
- d. #majors

ANS: D                      PTS: 1                      REF: HTML 110

48. If the path and filename are left off the URL, the server returns the \_\_\_\_.

- a. previous page
- b. next page
- c. default home page
- d. information page

ANS: C                      PTS: 1                      REF: HTML 110

49. \_\_\_\_ servers can store files that Internet users can download, or transfer, to their computers.

- a. FTP
- c. News



b. image maps d. Both A and B

ANS: A PTS: 1 REF: HTML 104

59. You can use the \_\_\_\_ shape to activate the areas of an image map not covered by one of the three main shapes.

- a. alternate
- b. noshape
- c. default
- d. none of the above

ANS: C PTS: 1 REF: HTML 106

60. Two points define a rectangular hotspot: the \_\_\_\_ and the \_\_\_\_ corner.

- a. lower-left, lower-right
- b. upper-right, lower-left
- c. lower-left, upper-right
- d. upper-left, lower-right

ANS: D PTS: 1 REF: HTML 106

61. To create a polygonal hotspot, you enter the coordinates for each \_\_\_\_ in the shape.

- a. radius
- b. corner
- c. side
- d. center

ANS: B PTS: 1 REF: HTML 106

62. You have to place a(n) \_\_\_\_ before the image map name with the usemap attribute in the <img> tag.

- a. ampersand
- b. pound sign
- c. colon
- d. percent sign

ANS: B PTS: 1 REF: HTML 106

63. Once you know a document's URL, you can create a link to it by adding the URL to the <a> tag along with the \_\_\_\_ attribute in your text file.

- a. href
- b. title
- c. alt
- d. url

ANS: A PTS: 1 REF: HTML 111

64. The exact separator that follows the communications protocol depends on the \_\_\_\_.

- a. Web server
- b. Web page
- c. Internet resource
- d. Internet node

ANS: C PTS: 1 REF: HTML 112

65. If a URL doesn't specify a filename, the server returns the default \_\_\_\_ page.

- a. main
- b. link
- c. catalog
- d. home

ANS: D PTS: 1 REF: HTML 110

66. The \_\_\_\_ protocol is used to open a user's e-mail client and address a new message.

- a. ftp
- b. news
- c. file
- d. mailto

ANS: D PTS: 1 REF: HTML 110

67. The server name portion of a URL is also called the \_\_\_\_.

- a. web site
- b. protocol
- c. domain name
- d. extension

ANS: C                    PTS: 1                    REF: HTML 111

68. Given the absolute pathname /tutorial02/index.htm, the index.htm file is in the \_\_\_\_ folder.
- a. home
  - b. tutorial02
  - c. index
  - d. tutorial

ANS: B                    PTS: 1                    REF: HTML 87

69. By default, each Web page you open is displayed in \_\_\_\_.
- a. the main browser window
  - b. the previous browser window
  - c. a new browser window
  - d. none of the above

ANS: A                    PTS: 1                    REF: HTML 117

70. To force a document to appear in a new window, you add the \_\_\_\_ attribute to the <a> tag.
- a. window
  - b. alt
  - c. target-side
  - d. target

ANS: D                    PTS: 1                    REF: HTML 117

### Case-Based Critical Thinking Questions

#### Case 2-1

Ryan's Web Design wants to create a navigational menu using a picture that Ryan has created in MS Paint. The picture includes text names of the various Web sites for which he would like to create links. Each section of the picture he wants to make into links is not regularly shaped; instead they are more like trapezoids.

71. What tag can Ryan use to make his image clickable for the five different links?
- a. <imgmap>
  - b. <ftp>
  - c. <map>
  - d. <a>

ANS: C                    PTS: 1                    REF: HTML 104    TOP: Critical Thinking

72. Ryan wants descriptive text to be displayed for each hotspot in non-graphical browsers. Which attribute should he use?
- a. tip
  - b. alt
  - c. title
  - d. target

ANS: B                    PTS: 1                    REF: HTML 104    TOP: Critical Thinking

73. Which shape would best suit the hotspots Ryan would like to create?
- a. rectangle
  - b. polygonal
  - c. circle
  - d. oval

ANS: B                    PTS: 1                    REF: HTML 104    TOP: Critical Thinking

### Case-Based Critical Thinking Questions

#### Case 2-2

Life Decisions Cyber Cafe is a cafe with free Internet service and computers that are linked to various online career opportunities. They have set up their computers to display their Web site to help users have a starting point.

74. The owners find that customers are constantly asking the same questions over and over of their staff. How can they automate the answering of those questions via their Web site?
- a. add a frequently asked questions page
  - b. add an image map of career links
  - c. add a staff training page
  - d. none of the above

ANS: A                      PTS: 1                      REF: HTML 99                      TOP: Critical Thinking

75. The owner thinks he may load some interview techniques videos on the Web site for customers to download and view. What should he include when linking to them?
- a. size info
  - b. type of video
  - c. tips for viewing
  - d. all the above

ANS: D                      PTS: 1                      REF: HTML 99                      TOP: Critical Thinking

76. The owner wants to add his e-mail address as a link so customers can send questions to him directly. What should he be most concerned with when designing the links?
- a. e-mail address
  - b. potential clients
  - c. mailto tag
  - d. potential spam

ANS: D                      PTS: 1                      REF: HTML 117                      TOP: Critical Thinking

### Case-Based Critical Thinking Questions

#### Case 2-3

Helen wants to create a Web site based on her famous cooking show. She would like to provide instructions on how to create some of her favorite dishes. She would like her recipes to be displayed in very simple, step-by-step pages.

77. Which structure would be the best for the storyboard created for one of her recipes?
- a. linear
  - b. mixed
  - c. protected
  - d. hierarchical

ANS: A                      PTS: 1                      REF: HTML 75                      TOP: Critical Thinking

78. Helen decides that she wants to organize her recipes by categories such as summer, celebrations, etc. What would be the best structure for this part of his website?
- a. linear
  - b. mixed
  - c. protected
  - d. hierarchical

ANS: D                      PTS: 1                      REF: HTML 76                      TOP: Critical Thinking

79. Overall, the entire Web site would have what type of structure?
- a. linear
  - b. mixed
  - c. protected
  - d. hierarchical

ANS: B                      PTS: 1                      REF: HTML 76                      TOP: Critical Thinking

80. Helen wants to post information exclusively for the chefs in her restaurants. What type of structure should Helen use for these pages?
- a. linear
  - b. mixed
  - c. protected
  - d. hierarchical

ANS: C                      PTS: 1                      REF: HTML 78                      TOP: Critical Thinking

### COMPLETION

1. A well-designed \_\_\_\_\_ ensures that users will be able to navigate the site without getting lost or missing important information.

ANS: structure

PTS: 1 REF: HTML 75

2. When a single document is moved to a new folder, the \_\_\_\_\_ element redirects browsers to the document's old location, allowing any relative paths to be resolved as they were before.

ANS: base

PTS: 1 REF: HTML 89

3. One way to reduce \_\_\_\_\_ is to replace all e-mail addresses in your page text with inline images of those addresses.

ANS: spam

PTS: 1 REF: HTML 117

4. Hotspot coordinates are measured in \_\_\_\_\_, which are the smallest unit or dot in a digital image or display.

ANS: pixels

PTS: 1 REF: HTML 104

5. The \_\_\_\_\_ target name for browser windows opens the link in the current browser window.

ANS: \_self

PTS: 1 REF: HTML 118

6. In the example, `<a href="#gra">Grading</a>`, the entire word "Grading" is defined as a(n) \_\_\_\_\_.

ANS:  
link  
hyperlink  
hypertext link

PTS: 1 REF: HTML 82

7. \_\_\_\_\_ your Web pages before you create links can help determine which structure works best for the type of information you're presenting.

ANS: Storyboarding

PTS: 1 REF: HTML 74

8. A(n) \_\_\_\_\_ path provides a precise location for a file within the entire folder structure of a computer.

ANS: absolute

PTS: 1 REF: HTML 87

9. When there are many folders and subfolders involved, \_\_\_\_\_ pathnames can be cumbersome and confusing.

ANS: absolute

PTS: 1 REF: HTML 87

10. A URL, short for \_\_\_\_\_, specifies a precise location on the Web for a file.

ANS: Uniform Resource Locator

PTS: 1 REF: HTML 109

11. Once you know a document's URL, you can create a link to it by adding the URL to the <a> tag along with the \_\_\_\_\_ attribute in your text file.

ANS: href

PTS: 1 REF: HTML 111

12. The portion of a URL before the server name identifies the \_\_\_\_\_.

ANS: protocol

PTS: 1 REF: HTML 110

13. A(n) \_\_\_\_\_ is a set of rules that governs how information is exchanged between two devices.

ANS: protocol

PTS: 1 REF: HTML 109

14. HTTP is short for \_\_\_\_\_.

ANS: Hypertext Transfer Protocol

PTS: 1 REF: HTML 109

15. The server name portion of a URL is also called the \_\_\_\_\_ name.

ANS: domain

PTS: 1 REF: HTML 111

16. FTP, short for \_\_\_\_\_, is a communication protocol that file servers can use to transfer information.



ANS: File Transfer Protocol

PTS: 1 REF: HTML 114

17. FTP \_\_\_\_\_ are one of the main resources for storing files on the Internet.

ANS: servers

PTS: 1 REF: HTML 114

18. \_\_\_\_\_ is the protocol used to open Web pages over a secure encrypted connection.

ANS: HTTPS

PTS: 1 REF: HTML 110

19. An FTP \_\_\_\_\_ can encrypt or hide password information during transmission from your computer to an FTP server.

ANS: client

PTS: 1 REF: HTML 115

20. To force a document to appear in a new window or tab, you add the \_\_\_\_\_ attribute to the <a> tag.

ANS: target

PTS: 1 REF: HTML 117

## MATCHING

*Identify the letter of the choice that best matches the phrase or definition.*

- |                     |                 |
|---------------------|-----------------|
| a. navigation list  | g. hierarchical |
| b. anchor element   | h. absolute     |
| c. site index       | i. relative     |
| d. linear           | j. URL          |
| e. image map        | k. FTP          |
| f. thumbnail images | l. comma        |

1. A list containing links to the main topic areas of the site
2. Type of path used by most Web designers
3. Structure in which each page is presented in an ordered chain
4. Marks a specific location within a document
5. Specifies the precise location on the Web for a file
6. Type of path that provides a precise location for a file
7. Structure that starts with a general topic that includes links to more specific topics
8. Contains an outline of the entire site and its contents
9. Small representations of larger image files
10. One method of storing and sharing files on the Internet
11. Links a specified region of the inline image to a specific document

12. Used to separate multiple addresses in a mailto link

- |            |        |               |
|------------|--------|---------------|
| 1. ANS: A  | PTS: 1 | REF: HTML 79  |
| 2. ANS: I  | PTS: 1 | REF: HTML 87  |
| 3. ANS: D  | PTS: 1 | REF: HTML 75  |
| 4. ANS: B  | PTS: 1 | REF: HTML 95  |
| 5. ANS: J  | PTS: 1 | REF: HTML 109 |
| 6. ANS: H  | PTS: 1 | REF: HTML 87  |
| 7. ANS: G  | PTS: 1 | REF: HTML 76  |
| 8. ANS: C  | PTS: 1 | REF: HTML 77  |
| 9. ANS: F  | PTS: 1 | REF: HTML 102 |
| 10. ANS: K | PTS: 1 | REF: HTML 114 |
| 11. ANS: E | PTS: 1 | REF: HTML 104 |
| 12. ANS: L | PTS: 1 | REF: HTML 115 |

## ESSAY

1. What are the steps you can take when creating mailto links to reduce problems with spam?

ANS:

- 1) Replace the text of the e-mail addresses with inline images that are more difficult for e-mail harvesters to read.
- 2) Write a program to scramble any e-mail addresses in the HTML code, unscrambling the e-mail address only when a user clicks it.
- 3) Replace the characters of the e-mail address with escape characters. For example, you can replace the @ symbol with the escape sequence %40.

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2. What are the steps to link to a document on your computer?

ANS:

Hypertext links are created by enclosing some document content within a set of opening and closing <a> tags. The general syntax to create a hypertext link is  
<a href="reference">content</a>

where *reference* is the location being linked to and *content* is the document content that is being marked as a link. The *reference* value can be a page on the World Wide Web, a local file, an e-mail address, or a network server. For example, to create a hypertext link to the tips.htm file, you could enter the following code:

```
<a href="tips.htm">Photography Tips</a>
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This code marks the text *Photography Tips* as a hypertext link.

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3. What are six tips for creating effective links?

ANS:

-Storyboard your Web site before you create it.

- Make sure that users can easily navigate your site by linking each page to the site's home page and a page containing a site index.
- Avoid using text like "click here" in your links. Make sure your linked text describes what the destination contains.
- Never place two links immediately adjacent to one another; separate them with text or extra spaces or a symbol.
- Avoid long pages, instead breaking up each page into a sequence of linked pages.
- If you do create a long page, create links to different sections of the page. Include links throughout the page that users can click to jump to the top of the page.
- Use only lowercase filenames for all of your documents.
- Use anchors if you need your internal document links to work with older browsers.
- Use care when inserting an e-mail link or address into a Web page. Research the latest tools and traps to thwart e-mail harvesters and spammers.

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