HTML link

- An HTML link is used to link other web pages to a document. When users click on links on web pages, they are brought to other web pages or websites.
- An HTML document contains many links, which are also known as hyperlinks.
- Web developers can link from the text, images, and other types of media.
- Links are specified in HTML using <a> tags.

Anchor element

An anchor is a piece of text which marks the beginning and/or the end of a hypertext link.

The text between the opening tag and the closing tag is either the start or destination (or both) of a link.

The <a> tag defines a hyperlink, which is used to link from one page to another.

The most important attribute of the <a> element is the href attribute, which indicates the link's destination.

```
<!DOCTYPE html>
<html>
<body>
<h1>The a element</h1>
<a href="https://www.w3schools.com">Visit W3Schools.com!</a>
</body>
</html>
```

The a element

Visit W3Schools.com!

Attribute of Anchor Tag

The anchor tag contains many attributes which are listed below.

- **HTML <a> charset Attribute: This attribute is used to specify the character-set. It is not supported by HTML 5.**
- **HTML <a> download Attribute: It is used to specify the target link to download when the user clicks.**

- **HTML \<a\> hreflang Attribute**: It is used to specify the language of the linkeddocument.
- **HTML \<a\> media Attribute**: It is used to specify the linked media.
- **HTML \<a\> coords Attribute**: It is used to specify the coordinate of links. It is not supported by HTML 5.
- **HTML \<a\> name Attribute**: It is used to specify the anchor name. It is not supported by HTML 5 you can use the global id attribute instead.
- **HTML \<a\> rel Attribute**: It is used to specify the relation between the current document and the linked document.
- **HTML \<a\> shape Attribute**: It is used to specify the shape of the link. It is not supported by HTML 5.
- **HTML \<a\> type Attribute**: It is used to specify the type of links.
- **HTML \<a\> target Attribute**: It specifies the target link.
- **HTML \<a\> rev Attribute**: It is used to specify the relation between the linked document and the current document. It is not supported by HTML 5.

1. Internal Link:

- Internal links are hyperlinks that direct the readers to a target page on your website. Internal link is a link from one page to another page on the same domain.

- Examples are website navigation.

Advantages of good internal link are:

- Internal link improves usability through anchor text.
- Internal linking improves page rank.
- Internal linking boots page views.
- Internal link decreases the bounce rate.
- Internal linking improves the indexing of your site.

2. External Link:

- External links are those which want customers clicking on links that direct them away from your website.
- External links are sometimes called outbound links are an important part of search engine optimization.

- Examples of external links are example.com, someplace.com etc.

Advantages of good external linking are:

- External links may help the readers.
- Good external link helps to improve the authority of your website.
- Linking to an outside website will not hurt your page rank.
- External link is just like you're giving some extra resources to read that.
- External links help in enhancing credibility.

Difference between external link and internal link:

External link	Internal link
It is difficult to control.	It is easy, fast and free to control.
It connects your external pages.	It connects your internal pages.
It has more value.	It has less value.
It helps in increasing traffic to your website.	It also helps in increasing traffic to your website.
• Examples of external links are example.com, someplace.com etc.	• Examples are website navigation.