

**Add Links to your website**

# **There are many ways to add links to your website**

- 1. Wordpress Link Categories**
- 2. Outbound Links**
- 3. Internal Links**
- 4. Anchor Links**
- 5. Menu Links**

# 1: Wordpress Link Categories

The screenshot shows the WordPress admin dashboard for 'Creative and Digital Marketing'. The 'Links' menu item is highlighted in the left sidebar, and the 'All Links' sub-item is also highlighted. The main content area displays a table of links with the following columns: Name, URL, Categories, Relationship, Visible, and Rating. The row for 'Carol Anne Buckley' is circled in red, with its corresponding URL, category, relationship, visible status, and rating also circled.

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Alice D'Arcy	alicedarcy.creativeanddigitalmar...	Student Websites	colleague	Yes	0
<input type="checkbox"/>	Brona O' Connor	bronaconnor.creativeanddigitalm...	Student Websites	colleague	Yes	0
<input type="checkbox"/>	Carol Anne Buckley	carolbuckley.creativeanddigitalm...	Student Websites	colleague	Yes	0
<input type="checkbox"/>	David Farrell	davidfarrell.creativeanddigitalm...	Student Websites	colleague	Yes	0
<input type="checkbox"/>	Elaine Coughlan	elainecoughlan.creativeanddigita...	Student Websites	colleague	Yes	0

- To view the Links on your site, select **Links - All Links**
- The **Links** section displays all the **Outbound Links** on your website
- The **Name** row displays the name of the **Link**
- The **URL** row displays the website http:// address
- The **Categories** row displays what **Category** the **Link** is associated with
- The **Relationship** row displays how the website relates to your website, if it belongs to a friend, co-worker, colleague, etc.
- The **Visible** row displays **Yes** for a visible, **Public** link and **No** for a **Private** link
- The **Rating** row displays how important the link is to you, rated by a number

# Create a new Link Category

The screenshot shows the WordPress admin interface for 'Creative and Digital Marketing'. The left sidebar has 'Links' and 'Link Categories' highlighted with red circles. The main content area is titled 'Link Categories' and contains the 'Add New Link Category' form. The form fields are: 'Name' (containing 'Student Websites'), 'Slug' (containing 'student websites'), and 'Description' (containing 'Links to student websites attending the Creative and Digital Marketing Course in UCC'). A red circle highlights the 'Add New Link Category' button. To the right, a table lists existing link categories: 'Blogroll' with slug 'blogroll'. A red box on the right contains a list of instructions for creating a new link category.

**Instructions:**

- Select **Links - Link Categories**
- In the **Add New Link Category** section add:
  - In the **Name** text box enter the Name of the category
  - In the **Slug** text box enter the URL friendly version of the link's name, no capital letters, join the words with underscores or hyphens
  - In the **Description** text field box enter a brief description of the Link Category
- Select **Add New Link Category**

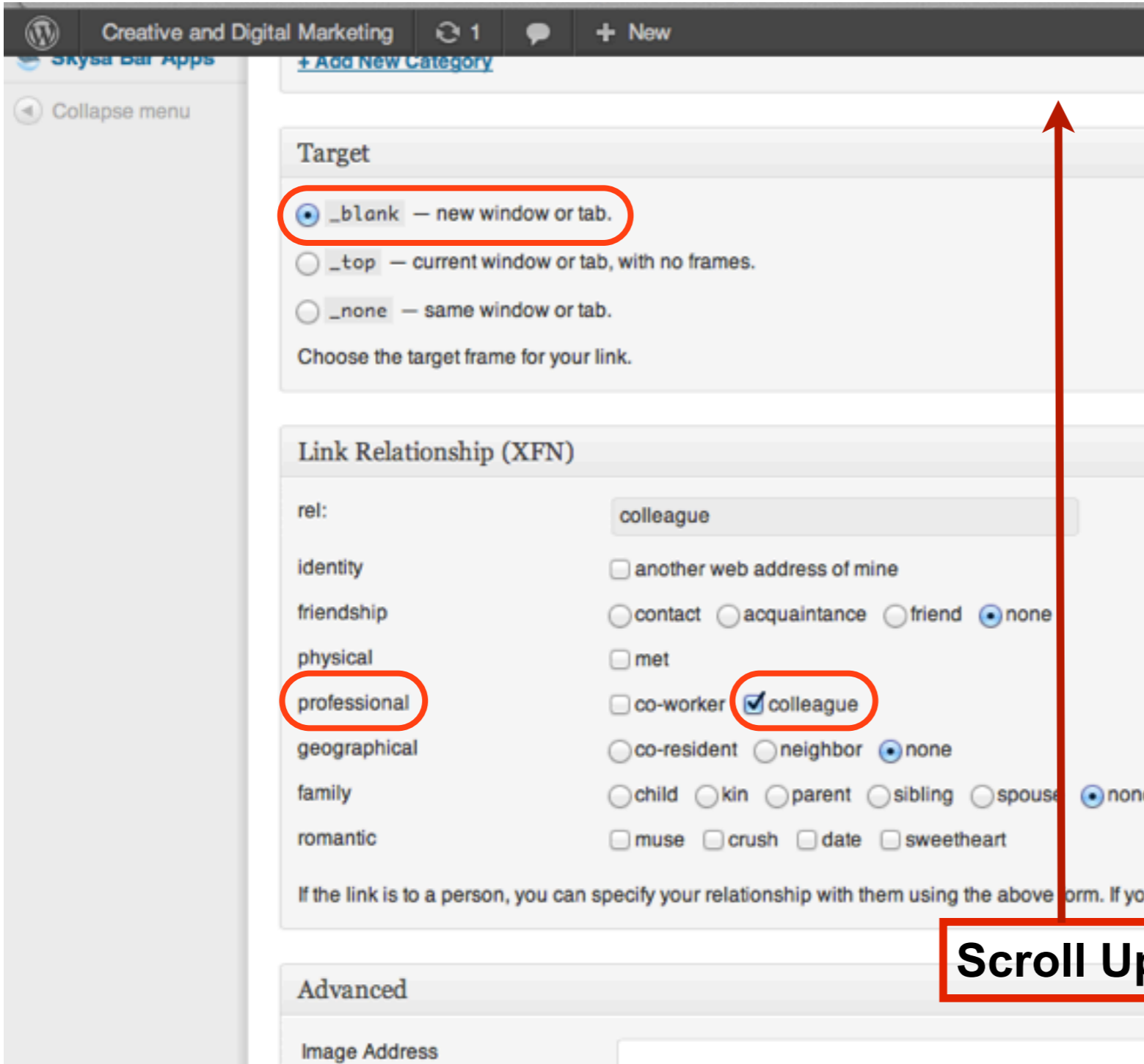


# Add New Link

The screenshot shows the WordPress 'Add New Link' form. The left sidebar has 'Links' and 'Add New' circled in red. The form fields are: 'Name' with 'Louise Bunyan' entered; 'Web Address' with 'louisebunyan.creativeanddigitalmarketing.com' entered; and 'Categories' with 'Student Websites' selected. A red box labeled 'Scroll Down' with a downward arrow points to the bottom of the page.

- Select **Links - Add New**
- In the **Add New Link** section add:
- In the **Name** text box enter the Name of the Link
- In the **Web Address** text box enter the URL of the Link
- In the **Description** text field box enter a brief description of the Link
- In the **Categories** section, select a Category for the Link
- **Scroll Down**

# Select a Target and a Link Relationship



The screenshot shows the WordPress link settings interface. The 'Target' section has three radio button options: **\_blank** (selected and circled in red), **\_top**, and **\_none**. The 'Link Relationship (XFN)' section has a dropdown menu set to 'colleague'. Below it, there are several categories with radio button options: 'professional' (circled in red) with 'colleague' (checked and circled in red) selected; 'friendship' with 'none' selected; 'physical' with 'met' selected; 'geographical' with 'none' selected; 'family' with 'none' selected; and 'romantic' with 'none' selected. A red arrow points from a 'Scroll Up' box at the bottom to the 'colleague' option in the XFN section.

**Target**

- \_blank** — new window or tab.
- \_top** — current window or tab, with no frames.
- \_none** — same window or tab.

Choose the target frame for your link.

**Link Relationship (XFN)**

rel: colleague

identity  another web address of mine

friendship  contact  acquaintance  friend  none

physical  met

**professional**  co-worker  **colleague**

geographical  co-resident  neighbor  none

family  child  kin  parent  sibling  spouse  none

romantic  muse  crush  date  sweetheart

If the link is to a person, you can specify your relationship with them using the above form. If you would like to learn more about the idea check out [XFN](#).

**Advanced**

Image Address

- In the **Target** section, select **\_blank** - new window or tab
- When the **Link** is clicked, the website will open in a new window or tab, leaving your website open
- In the **Link Relationship (XFN)** section professional - **colleague**
- **Scroll Up**

**Scroll Up**

# Select Add Link

 Add New Link [Add New](#)

[Screen Options](#) [Help](#)

Link added.

Name

Example: Nifty blogging software

Web Address

Example: `http://wordpress.org/` — don't forget the `http://`

Description

This will be shown when someone hovers over the link in the blogroll, or optionally below the link.

Categories

[All Categories](#) [Most Used](#)

- Blogroll
- Student Websites

Save

Keep this link private

[Add Link](#)

- Select **Add Link** to save the link to the **Category**
- Select **Keep this link private** if you don't want the link to be visible to other users

# Select All Links to view the Link

The screenshot shows the WordPress admin dashboard for a site named 'Creative and Digital Marketing'. The user is logged in as 'admincnc2012'. The 'Links' menu item in the left sidebar is highlighted with a red circle. The main content area displays the 'Links' management interface, which includes a table of links. The first link in the table, 'Louise Bunyan', is circled in red. The table has columns for Name, URL, Categories, Relationship, Visible, and Rating.

<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating
<input type="checkbox"/>	Louise Bunyan	<a href="http://louisebunyan.creativeanddigitalm...">louisebunyan.creativeanddigitalm...</a>	Student Websites	colleague	Yes	0
<input type="checkbox"/>	Name	URL	Categories	Relationship	Visible	Rating

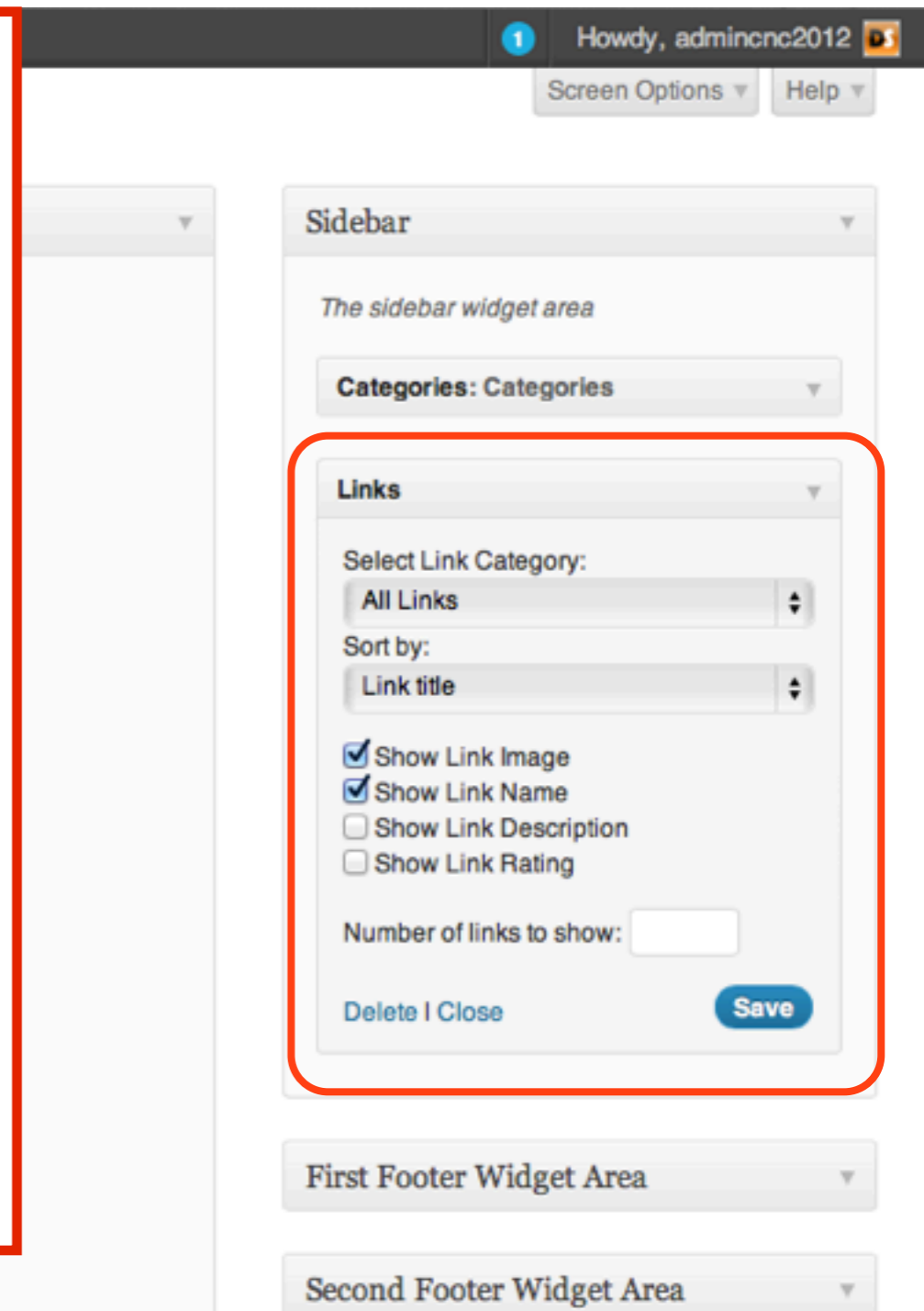
# To add the Link Category to the Sidebar select Appearance - Widgets

The screenshot shows the WordPress dashboard with the 'Appearance' menu selected in the sidebar. The 'Widgets' sub-menu is highlighted. The 'Widgets' management screen is displayed, showing a grid of available widgets. The 'Links' widget is circled in red. An arrow points from the 'Links' widget to the 'Sidebar' widget area on the right, which contains a 'Categories' dropdown menu. A text box in the bottom right corner provides instructions on how to add the Link Category to the sidebar.

- Select **Appearance - Widgets**
- In the **Widgets** section, find the **Links** widget and drag it into the **Sidebar** widget area

# The Links Widget is added to the Sidebar

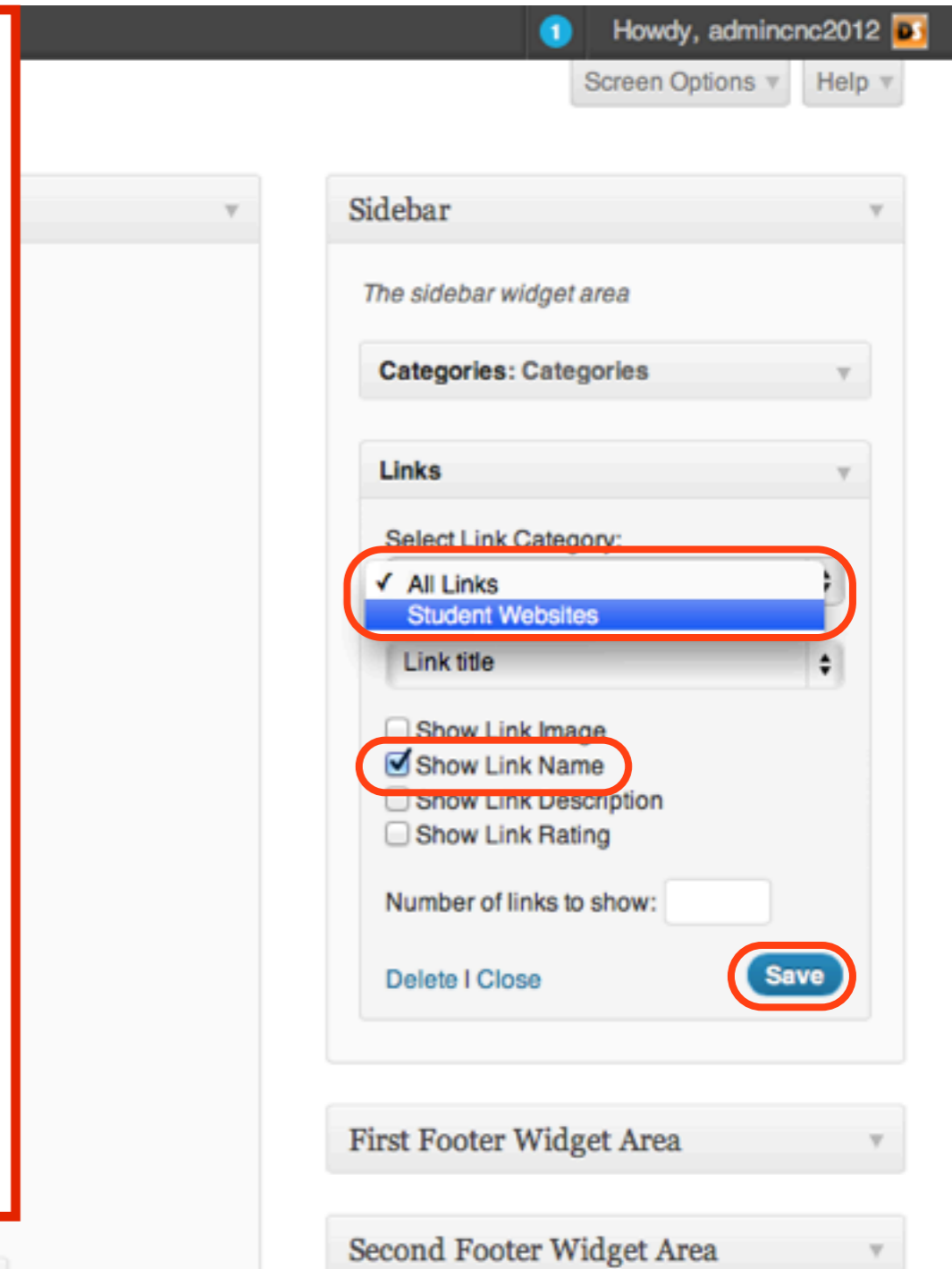
- In the Links widget:
- Choose a **Links Category** from the **Select Link Category**
- In the **Sort by:** section, sort the Links by **Link title**, **Random** or **Date**
- Select **Show Link Image** to display the Image added when the link was created
- Select **Show Link** name to display the Name of the link
- Select **Show Link Description** to display the description added when the link was created
- Select **Show Link Rating** to show the Rating added when the link was created
- In the **Number of links to show:** text box, enter a number to display a certain number of links
- Select **Save**





# Select a Link Category, Sort Links by Link title, Show Link name and Save

- In the Links widget:
- Choose a **Links Category** from the **Select Link Category**
- In the **Sort by:** section, sort the Links by **Link title**, **Random** or **Date**
- Select **Show Link Image** to display the Image added when the link was created
- Select **Show Link name** to display the Name of the link
- Select **Show Link Description** to display the description added when the link was created
- Select **Show Link Rating** to show the Rating added when the link was created
- In the **Number of links to show:** text box, enter a number to display a certain number of links
- Select **Save**



The screenshot shows the WordPress admin interface. At the top right, there is a user profile for 'Howdy, admincnc2012' with a 'Screen Options' and 'Help' menu. The main content area is partially visible on the left. On the right, the 'Sidebar' widget configuration is shown. It includes a 'Categories: Categories' dropdown menu. Below it is the 'Links' section, which has a 'Select Link Category:' dropdown menu. This menu is open, showing 'All Links' (selected) and 'Student Websites'. Below the dropdown is a 'Link title' dropdown menu. There are three checkboxes: 'Show Link Image' (unchecked), 'Show Link Name' (checked), and 'Show Link Description' (unchecked). Below these is a 'Show Link Rating' checkbox (unchecked). There is a text box for 'Number of links to show:'. At the bottom of the widget configuration, there are 'Delete | Close' and 'Save' buttons. The 'Save' button is circled in red. Below the sidebar widget configuration, there are two footer widget areas: 'First Footer Widget Area' and 'Second Footer Widget Area'.

# The Links appear in the Sidebar

Creative and Digital Marketing + New Edit Page Howdy, admincnc2012

Creative and Digital Marketing Members Search

Home Faqs Blog Guest Speakers Forums Members Groups Activity Calendar

Home

Like 21 +1 1 Tweet 1 Share Submit

Welcome to the Creative and Digital Marketing Online Forum! 21 Share



Creative and Digital Marketing

**admincnc2012** Log Out

**Student Websites**

- [Alice D'Arcy](#)
- [Brona O' Connor](#)
- [Carol Anne Buckley](#)
- [David Farrell](#)
- [Elaine Coughlan](#)
- [Elizabeth Mc Avoy](#)
- [Gavin Murphy](#)
- [Gertrude Cotter](#)
- [Gráinne Curtin](#)
- [Hassan Sougrati](#)
- [John McCarthy](#)
- [John O' Connor](#)
- [John O'Shea](#)
- [John Warren](#)
- [Kate O'Donovan](#)
- [Kathryn Burquin](#)
- [Linda Egan](#)
- [Louise Bunyan](#)
- [Margaret Fogarty](#)

Announcements



# 2: Outbound Links

- To add an **Outbound Link** to your page, visit the website you want to link to
- Copy the **Link** by highlighting the **URL** and selecting **Copy**

The screenshot shows a Safari browser window with the address bar containing 'creativeanddigitalmarketing.c'. A context menu is open over the address bar, with 'Copy' selected. The website content includes a 'Home' section with a 'Welcome to the Creative and Digital Marketing Online Forum!' message and a list of student websites.

Home

Welcome to the Creative and Digital Marketing Online Forum!

21

Share

Student Websites

- [Alice D'Arcy](#)
- [Brona O' Connor](#)
- [Carol Anne Buckley](#)
- [David Farrell](#)
- [Elaine Coughlan](#)
- [Elizabeth Mc Avoy](#)
- [Gavin Murphy](#)
- [Gertrude Cotter](#)
- [Gráinne Curtin](#)
- [Hassan Sougrati](#)
- [John McCarthy](#)

# Select Pages - Edit

Pages < Simon Doherty — WordPress

ccdm02.designbysimon.com/wp-admin/edit.php?post\_type=page

Simon Doherty | Creative and Digital Marketing Univers

Simon Doherty 1 + New Gallery WPSQT

Dashboard

Posts

Media

Links

**Pages**

All Pages

Add New

Comments

FAQs

Contact

Appearance

Plugins 1

Users

Tools

Settings

Gallery

Pages Add New

All (14) | Published (14)

Bulk Actions Apply Show all dates Filter

<input type="checkbox"/>	Title	
<input type="checkbox"/>	About Me	Edit   Quick Edit   Trash   View
<input type="checkbox"/>	— Edit this item page	admin
<input type="checkbox"/>	Accordion Page	admin
<input type="checkbox"/>	Blog	admin
<input type="checkbox"/>	Contact Me	admin
<input type="checkbox"/>	Facebook Quiz	admin
<input type="checkbox"/>	Gallery	admin

- Login to your **Wordpress Dashboard**
- Select **Pages - All Pages**
- Find the **Page** you want to add the link to and select the **Edit** link below the **Page** title

# Enter a Name for the Link

- In the **Edit Page** area, enter a name for the **Link**

Simon Doherty | 1 | + New | View Page | Gallery | WPSQT

Dashboard | Posts | Media | Links | Pages | All Pages | Add New | Comments | FAQs | Contact | Appearance | Plugins | Users | Tools | Settings | Gallery | WPSQT | Collapse menu

**Edit Page** | Add New

About Me

Permalink: <http://codm02.designbysimon.com/about-me/> | Edit | View Page

Upload/Insert | Visual | HTML

**Creative and Digital Marketing website**

Path: p | Word count: 4 | Draft saved at 11:34:42 am. Last edited by admin on September 21, 2012 at 9:59 am

Page Attributes

Parent: (no parent)

Template: Default Template

Order: 0

Need help? Use the Help tab in the upper right of your screen.

SSE Settings

Hide Simple Social Expandable

Weaver II Options For This Page

Page Templates (This Page's ID: 26)

# Select Insert/edit link

- Highlight the **Link**
- Select the **Insert/edit link** button

The screenshot displays the WordPress 'Edit Page' interface for a page titled 'About Me'. The left sidebar contains navigation options such as Dashboard, Posts, Media, Links, Pages, Comments, FAQs, Contact, Appearance, Plugins, Users, Tools, Settings, Gallery, and WPSQT. The main content area shows the 'About Me' page with a permalink: <http://ccdm02.designbysimon.com/about-me/>. The 'Visual' editor toolbar is visible, with the 'Insert/edit link' button (represented by a chain link icon) circled in red. Below the toolbar, the text 'Creative and Digital Marketing website' is highlighted in blue and also circled in red. The bottom of the page shows the path 'p', a word count of 4, and a draft save timestamp: 'Draft saved at 11:34:42 am. Last edited by admin on September 21, 2012 at 9:59 am'.

# Paste the Website Link into the URL text box of the Insert/edit link pop - up window

The screenshot shows a WordPress editor interface. At the top, there are navigation tabs: 'Doherty', '1', 'New', 'View Page', 'Gallery', and 'WPSQT'. Below this is the 'Edit Page' section with an 'Add New' button. The main content area shows a page titled 'About Me' with a permalink: <http://codm02.designbysimon.com/about-me/>. There are 'Edit' and 'View Page' buttons next to the permalink. Below the permalink is the 'Upload/Insert' toolbar with various icons. The main text area contains the text 'Creative and Digital Marketing website'. On the right side, there is a 'Publish' section with 'Status: Published', 'Visibility: Public', and 'Published on:'. Below this is a 'Move to Trash' button. At the bottom right, there is a 'Page Attributes' section with 'Parent: (no parent)', 'Template: Default Template', and 'Order: 0'. At the bottom left, there is a 'Path: p' and 'Word count: 4'. At the bottom center, there is a status bar: 'Draft saved at 11:34:42 am. Last edited by admin on September 21, 2012 at 9:59 am'. The 'Insert/edit link' dialog box is open in the center, with a red border. It has a title bar 'Insert/edit link' and a close button 'X'. The dialog box contains the text 'Enter the destination URL'. Below this is a 'URL' text box with 'http://' entered, a 'Title' text box, and a checkbox 'Open link in a new window/tab'. At the bottom left of the dialog box is a 'Cancel' button, and at the bottom right is an 'Add Link' button. There is also a link 'Or link to existing content' with a right-pointing arrow.



# Enter a Title in the Title text box, select Open link in a new window/tab, select the Add Link button

- The **Title** text will display when the user hovers their mouse over the **Link** text
- The linked website page will open in a new window or tab when it is clicked
- The **Add Link** button will create a link to the text

The screenshot shows a web editor interface with a modal dialog box titled "Insert/edit link". The dialog box contains the following fields and options:

- URL:**
- Title:**  (This field is circled in red in the image.)
- Open link in a new window/tab:**  (This checkbox is circled in red in the image.)
- Buttons:** "Cancel" (underlined) and "Add Link" (circled in red in the image).

The background shows a page editor with a toolbar and a sidebar. The sidebar includes sections for "Page Attributes" (Parent, Template, Order) and "SSE Settings". The status bar at the bottom indicates "Draft saved at 11:35:42 am. Last edited by admin on September 21, 2012 at 9:59 am".

# The URL is added to the text

## Select Update to save changes

The screenshot shows the WordPress 'Edit Page' interface for a page titled 'About Me'. The page content is 'Creative and Digital Marketing website', which is highlighted with a red oval. The interface includes a top navigation bar with the user name 'Simon Doherty' and a 'Howdy, admin' profile. A left sidebar contains navigation links for Dashboard, Posts, Media, Links, Pages, Comments, FAQs, Contact, Appearance, Plugins, Users, Tools, Settings, Gallery, and WPSQT. The main editing area features a rich text editor with a toolbar containing various formatting options like bold, italic, underline, and link. The 'Update' button in the top right corner is also highlighted with a red oval. The right sidebar contains sections for 'Publish' (with 'Update' and 'Preview Changes' buttons), 'Page Attributes' (with dropdowns for Parent, Template, and Order), and 'SSE Settings' (with a checkbox for 'Hide Simple Social Expandable').

Simon Doherty 1 + New View Page Gallery WPSQT Howdy, admin

Dashboard Posts Media Links Pages Comments FAQs Contact Appearance Plugins 1 Users Tools Settings Gallery WPSQT Collapse menu

Screen Options Help

Edit Page Add New

About Me

Permalink: <http://ccdm02.designbysimon.com/about-me/> Edit View Page

Upload/Insert Visual HTML

Font family Styles Font size Paragraph

Creative and Digital Marketing website

Move to Trash Update

Page Attributes

Parent (no parent)

Template Default Template

Order 0

Need help? Use the Help tab in the upper right of your screen.

SSE Settings

Hide Simple Social Expandable

Path: p » a

Word count: 5

Draft saved at 11:35:42 am. Last edited by admin on September 21, 2012 at 9:59 am

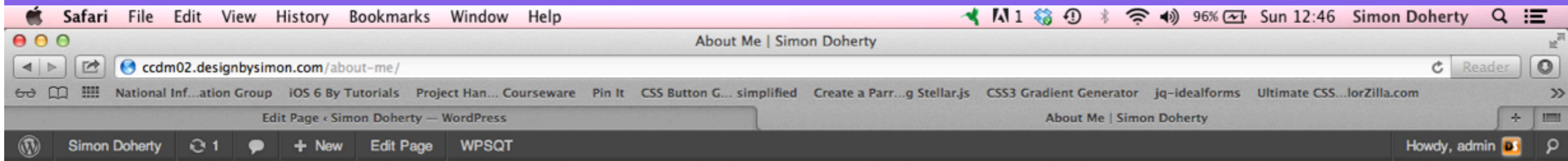
Weaver II Options For This Page

Page Templates (This Page's ID: 26)

Please click the (?) for more information about all the Weaver II Page Templates.

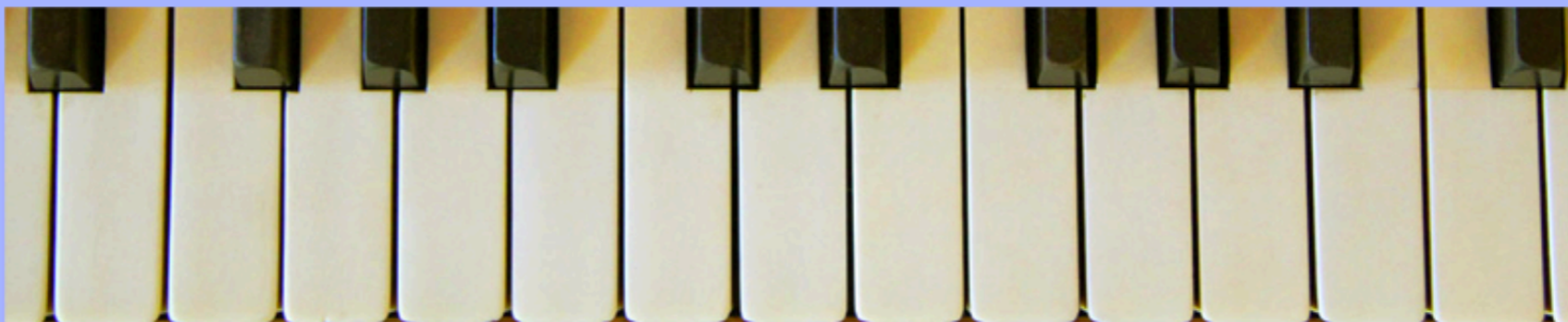
# The link appears on your website

## When you mouse over the link, the Title text displays



## Simon Doherty

*Creative and Digital Marketing University College Cork*



[Home](#) [About Me](#) [Gallery](#) [Blog](#) [Contact Me](#)

### About Me

[+1](#) [0](#) [Follow](#) [Like](#) [0](#) [Tweet](#) [0](#)

**Creative and Digital Marketing website**

Creative and Digital Marketing website

Search Site

#### Search Tags

[Wordpress](#) [Wordpress Plugins](#)

#### Recent Posts

- [Plugin post](#)
- [Chart Post](#)
- [New Google Tag Manager](#)
- [WordPress Article](#)
- [graphics](#)

#### Recent Comments

#### Meta

- [Site Admin](#)
- [Log out](#)



# When you click the link, the linked website opens in a new window or tab

The screenshot shows a Safari browser window with the address bar containing [creativeanddigitalmarketing.com](http://creativeanddigitalmarketing.com), which is circled in red. The browser's menu bar includes Safari, File, Edit, View, History, Bookmarks, Window, and Help. The page title is "Creative and Digital Marketing". The browser's status bar shows the URL "Creative and Digital Marketing" and a search icon, also circled in red. The website content includes a header with the site name, a search bar, and a navigation menu with links for Home, Faqs, Blog, Guest Speakers, Forums, Members, Groups, Activity, and Calendar. The main content area features a "Home" section with social media sharing options (Like, +1, Tweet, Share) and a "Welcome to the Creative and Digital Marketing Online Forum!" message. A large graphic with a smiley face and the text "CREATIVE AND DIGITAL MARKETING UNIVERSITY COLLEGE COBK" is displayed. The right sidebar contains a login form with fields for Username and Password, a "Remember Me" checkbox, and a "Log In" button. Below the login form is a "Student Websites" section listing various user profiles with blue hyperlinks.