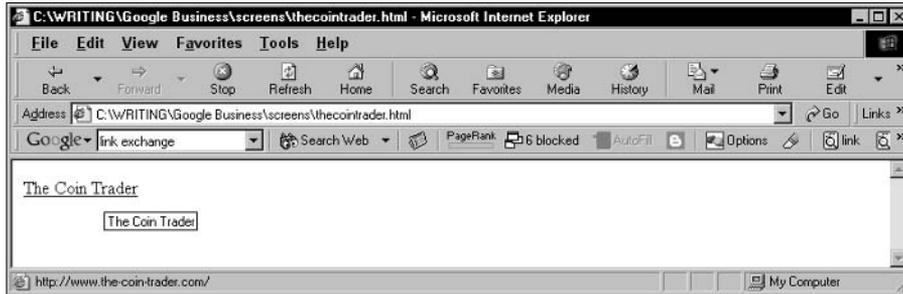


**Figure 3-3:**  
A live link  
with a title  
that appears  
when  
hovering the  
mouse over  
the link.



A few important points about this basic link code:

- ✓ Notice that the first `<a>` tag is considerably extended by two elements: `href`, which stands for *hypertext reference* and is a signpost for the destination URL, and the `title` indicator followed by the title. These two elements — the URL and the title — are contained in the opening anchor tag.
- ✓ Notice also the quotation marks surrounding the URL and the title. They are necessary; don't leave them off.
- ✓ Capitalization is not necessary but is a good idea in those portions visible to the visitor: the title and the anchor text.
- ✓ Take special note of spaces between elements. A space between `a` and `href` is necessary. *Do not* separate the anchor text from the tag brackets (before and after) with a space. *Do* leave a space between the closing quote of the URL and the `title` indicator.

To review, these are the tag elements of link code (see Figure 3-4):

- ✓ `<a>` and `</a>`. The opening and closing anchor tags.
- ✓ `href`, placed within the opening anchor tag. Identifies the target URL.
- ✓ The **target URL**, placed within quotation marks. Google looks at this.
- ✓ `title`, placed within the opening anchor tag. Describes the link title when a user hovers the mouse cursor over the link.
- ✓ The **link title itself**, placed within quotation marks. This is what appears when a visitor hovers the mouse over a link. Google looks at this.
- ✓ The **anchor text**, which appears right before the closing anchor tag. This is the link that visitors see and click. Google looks at this.



The quest for consistency needn't eliminate imagination. You have no choice about the URL. And the anchor text is most effective when it simply relates the site name, without devolving into advertising *about* the site. But the link title offers some latitude, and it's not uncommon to see a bit of advertising