


7 LINKS TO OTHER WEBSITES

One of the things you have probably noticed when you go to any website is the number of useful links to other websites. When you click on a link you are taken directly to that website which in turn will have yet more links. It is in this way that your search can rapidly spread across the world wide web.

Although you may not have many links in mind, visitors to your site will benefit from any useful, relevant links you include and it will add a professional touch to your site. If you are part of a national organisation you might like to include a link from your local branch website to the national website or you might like to include a link to a partner organisation.

Adding your links



Click on  on the cherwell-local home page and then enter your user ID and password. Choose your website from the *Modify an existing site* pop-up list and then click on **add new page** on the *admin* screen.



Links Page -

This page allows for the entry of links from your site.

Click on **Links Page**, to display the *Links Page* template. The first part of the template is displayed below.

Web Links page template

Fields marked with a * are compulsory

navigation link text - *

page title -

position of page title:

Left

centered

right

up to 20 links per page (grouped by sub heading)

Web Link 01

Optional Sub Heading

Website address

link Text

Optional Description

Completing the links template

The first part of the links template is very similar to the other cherwell-local templates and so you are probably already familiar with the following:

navigation link text The name (text) you enter here is the name used as the **link** to your links page. The **link** is displayed on the left-hand side of the screen. Visitors to your website will be able to click on the link to go to this page of your website. The name can include letters, numbers and spaces but can be no more than 18 characters long. Note also that the name must be unique (i.e. you cannot use text which has already been used as a link on another page of your website).

page title The title is displayed as a bold heading at the top of the page. You can choose to position your title on the left, in the centre or on the right.

Adding links

If you scroll down the template, you will see that you can add up to 20 links.

up to 20 links per page (grouped by sub heading)

Web Link 01

Optional Sub Heading

Website address

link Text

Optional Description

Web Link 02

Optional Sub Heading

Website address

link Text

Optional Description

Optional Sub Heading This is an optional heading (or short description) that appears above the link (for example, you could enter *Sports Sites* or *National Site* or whatever). However, you don't have to enter anything here.

Website address This is where you enter the web address of the website you want to link to. You must make sure that you type the address exactly (i.e. correctly typed words, all slashes, dots, the initial `http://` etc.). If the website address is quite long and/or your typing is not very accurate, go to the actual website, highlight the address (you will find it at the top of your screen), copy it and then return to this template and paste it in this box.

Link Text The link text is ideally a short version of the website address. For example, the link text for www.cherwell-local.com could simply be *cherwell local*. This is the text that visitors to your site will click on to go the other (linked) website. These links are known as *hyperlinks*.

Optional Description This is an optional description for your link (for example, you could enter *click here to visit our national website*). Once again you don't have to enter anything here.

Once you have added all the links you want, scroll to the bottom of the template and click on the arrow at the bottom of the page. Or, to save scrolling down the screen, simply press the **RETURN** key on your keyboard. You will then see a preview of your *links* page. If you spot any errors, simply click on the **click here** link to go back to the template where you can make the changes.

If you are happy with your new page, click on the arrow at the bottom of the preview box and your page is automatically added to your website. And don't forget, you can go back to the page at any time to add more links.