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Links (text links, buttons, image links, files download, ...)

Text Links & Buttons

When editing a text use the link button ( ) to create a link inside a button or just a text link by selecting the "Link style". A link can be one the following type :

- a **link to another website** : where you need to enter the URL (http:// or https//:)
- a **link to email address** : this will open the mail software of your visitors if any mail software installed
- a **link to topic** of your site that can go to the start of the page, a specific paragraph, a specific picture (if your topic is an album) or a specific product (if your topic is a catalog)
- a **link to a file** : using this function **your file will come available for download by this link** for any of your visitors. All download links from your site are using a script that directly saves the downloaded files in the download folder users' computer. You can also have statistics on the number of downloads of your files (Options> i-Services> Download Counters). If you wish that your download links do not behave like this but instead directly opens the file into the user's web browser (like in version 5 or older) or in side another software (if the user has one on his/her computer that can open the types of files you propose on your site), then you just need to disable the i-service file download from step "Options > i-Services".
- a link to a phone number so that a visitor using a smartphone can directly dial the number by clicking on it.
- an SMS link allowing mobile users to reach you directly by SMS with a simple click. You can also enter any predefined message like for instance "Request about product information X" by placing such SMS link into your product page X

Whenever you create a link you can define the **relation** between the targeted page and the page where your link is placed. The most commonly used values, as exploited by internet search engines such as Google for SEO of your site are:

- next : indicates your current page is a subset of a document/topic/article and that target link is the next part
- prev : indicates your current page is a subset of a document/topic/article and that the target link is the previous part
- nofollow : indicates that you (the author of the site or topic) do not condone the content of the targeted link. By assigning the value "nofollow" to the property "rel" of a link, you are telling the search engines like Google not to follow certain links on your site or not forward the popularity of your page to this other linked page/site in order not to be associated with this site and/or you do not condone any possible remarks or contents of this third-party site that you specify in your link (for example because this site may be a spam site or disreputable and you do not to be associated to that). For more information visit the Google usage tips for the attribute rel=nofollow.
- author : a link to the author of the current topic or document

By default your link appears automatically for all users, but depending on your needs you can specify whether you want it to be visible only on mobile devices (eg. smartphones and tablets) or, conversely, never seen on mobile.

Note : to add a new line after a link and especially a link place inside a button just move the cursor after the last character of your text (but still inside the button) and type a character like for instance a space key to get "out" of the link (button) and then press the Enter key to create a new line. On the opposite if you want to add a new line before a button link move the cursor just before the first character of your text link (but still inside the button) and press the space key.

Bookmarks

A bookmark is a name (generally a short text) to directly access a paragraph inside a page. By giving a bookmark with an appropriate name and meaning related to the content of the paragraph, this will allow users (and you too) to remember more easily the URLs of the most important parts of your site and this may also contribute to a better referencing of your pages at the level of the search engines. By default, TOWeb assigns a random alphanumeric bookmark name to a paragraph. You can leave like that or change it by clicking on the icon ( ) accessible from the "paragraph layout" options of each paragraph. The name of the bookmark you assign to a paragraph must be unique per page (no duplicate allowed). It is particularly advisable to specify a bookmark name in the following cases:

- when you use a local menu in your topic or additional links to the main menu of your site
- when you want to communicate to people (for example by email) a direct link to a specific paragraph of a page of your site. Assuming, for example, that you have a site www.mywebsite.com and that you set a bookmark "services" to a paragraph of a page named "prices.html" then the direct address to this paragraph you need communicate will be this one:

http://www.mywebsite.com/prices.html#services

- when your paragraph does not necessarily have a title and adding a short additional text as a bookmark will provide more sense and help search engines such as Google to better under its content.

Protection of email addresses

Spam robots analyze the content of sites looking for email addresses and mainly those contained in your links more reliable than anywhere else. With a version 6 or higher, TOWeb protects and encrypts the href links of your addresses to make them unusable by spam robots and other search engines. However, if you enter your email address also in the text of the link (i.e. its label) or even as plain text inside a paragraph, this text will be readable, unprotected and exploitable by all. To reinforce your protection against spam, you may then want to follow our important advice and remarks:

- in an email link, you may prefer the use of a text link such as "Contact Me" rather than re-enter your email address in plain or possibly indicate the text of a "falsified" email address which will remain humanly intelligible like for example by adding additional space characters: c o n t a c t @ y o u r s i t e . c o m
- or use not just 1 email link but 2 email links placed next to each other. This way you will have 2 links having the same (protected) email address but using different texts: the first link containing just the first part "contact" of your address, the second link with the text "yoursite.com" but also using the @ icon (and no longer the "@" character). This icon can be added from the button (



) located in the TOWeb link window and it can be placed to the left or to the right of the link text, as for instance here on the left of this example: contactyoursite.com

- or prefer the use of a contact form protected by captcha. This way you will keep your email address completely secret from everyone (it will only be known to users or robots if you reply to messages sent from on your website's forms)
- and if you enter your email address not in a link but inside a paragraph text then use the button () located in the edit bar to add the @ icon (available in the list of symbols proposed by TOWeb) in order to replace the @ character.

Finally, there is no absolute protection over time against spam robots, some may even go so far as to analyze the content of images of your site looking for email addresses sometimes displayed inside them. But to make this risk "almost zero", the best practice is to display as little as possible your email address in plain text on your site (nor even not at all, including in images) because if a human can read it then a robot will also be able to do it someday...

Links on Pictures

If you have added a picture into a paragraph, from the TOWeb sidebar select **link** from the **click action list**

Menu of your website

The edit menu button () located in the top toolbar opens a window from where you will be able to organize your topics and your website menu. The list one the left side is the one of the topics that will appears in your menu. The list on the right side the topics that will not be displayed in your menu. A topic not displayed in your menu does not means it doesn't nor wont be accessible. In fact this topic will exist and be published but you will need to add links on it somewhere else inside your web pages the access to make it accessible by visitors. You can **change the order of your topics in the list or move them** from one list to the other by **drag'n drop** and/or by using the move up/down arrows and hide/show buttons. To **create a submenu** in your menu use the "Add submenu" button and then drag'n drop the desired topics into it. Finally if you have multiple sections that link between it and dealing with the same subject then you can group them into groups of topics or articles. As for customizing the display of your menu it must be made from step "Theme" by clicking in the preview of your menu to access its styles properties, but also:

- to set the folding behavior of the menu based on the screen width (especially for smartphones/tablets) with the ability to eventually let it always or never folded
- to present a folded menu either as a text or an icon
- to automatically open submenus mouseover without the visitor having to click

Additional links to the main menu of your site

Footer, Fatfooter or Sidebar as a menu alternative

Articles

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Topics with no navigation

Back to top button

Social Network Buttons

Local menu of a Topic

Menus of your website (management of your topics in a menu, submenus and group of topics)

Group of topics

Topics without navigation

Social Network Buttons & Share Links

Smartphones