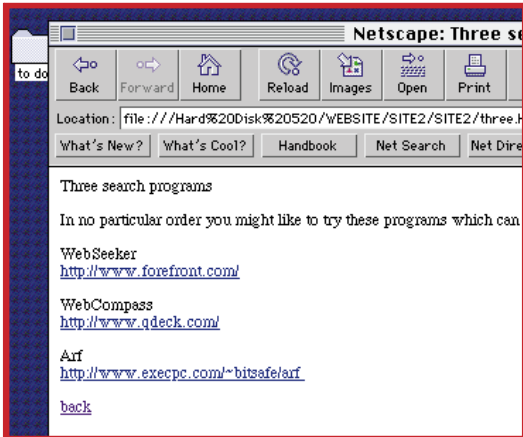When links appear on your Web page, they are usually highlighted in blue

1. INTERNAL LINKS

HYPERLINKS
This term is used to describe text or images within your document that act as pointers to other locations or files. These locations can be any of the following items:

Other Web pages
Items within your site
Other sites on the Internet

Items containing links usually give you an indication of where the link goes, but the Web address of the final destination is normally concealed. This is not a problem because most browsers reveal the address at the bottom of the screen as your pointer hovers over the link.
In order to create a link, you must identify the destination or the place where the link is located. The starting point and destination points are referred to as anchors and appear between <A> and </A> tags. Anchors can include one or more attributes, but must include the HREF attribute. The simplest sort of link refers to a page in the same directory as the one the link is placed on. The following lines of code demonstrate this type of link:

<A HREF="why.HTM">

Why do we need search engines?
</A>

The browser will highlight and underline the text contained in the tag. When the link is clicked on, the browser will search for and load the relevant page.

RELATIVE LINKS
In our example lines of code, the page is called "why.HTM". Make sure that you type this file name correctly or it will not be found. Links like these are known as relative links, because they point to a page relative to the current page's location.
You can also point the link to directories above or below the current one like this:

<A HREF="mysite/below.HTM">
link to a page in a subdirectory of the current one</A>

<A HREF="../above.HTM">
link to a page in a directory above the current one</A>

Using these tags, you can link to any directory on your local drive. However it can get a bit confusing if you have pages all over the place, and for this reason it's best to keep all your files in the same directory initially, particularly if your Web site is fairly small.