

How to create a Button/Image/Logo with Hyperlink

The best way to get people to go to your Online Store, Webpage or direct to a page e.g. Boots Category is to create a Button/Image and add a Hyperlink that takes them directly there.



All you need is a **Button/Image** and the **URL** (webpage address)

Note: If you are not very good at using computers and have never made a Button/Image/Store Icon before then you may want to complete the Store Icon course prior to continuing.

Step 1. Create the Button/Image first. You can use MS Word, Paint, WordPad, MS Publisher, Illustrator or any other program that you normally use.

Simple examples of Buttons (you can have just text or images)



To be able to insert a Button/Image onto an email, website or other it must be made into a jpg file. (You may have your own method for doing this otherwise follow our instructions)

Step 2. Convert your image to a jpg file.

1. Have the Button/Image on the screen then Press the **Print Screen** key found on your keyboard
2. Run the MS Paint program (*Click on Start, All Programs, Accessories, MS Paint*)
3. Perform the Paste function (**Press Ctrl+V**) now you have the image on the MS Paint worksheet
4. Activate the Selection function and select the part of the image you want (*Click on Select icon, click-drag from top left to bottom right*)
5. Perform the Copy function (**Press Ctrl+C**) so you have a copy of just the Button/Image
6. Call upon a New Sheet (**Press Ctrl+N, Click on No**) so you have blank worksheet
7. Perform the Paste function (**Press Ctrl+V**) your Button/image appears
8. If there is a White Sheet surrounding your image reduce the white sheet to fit the image (*Click on White Sheet, click-drag blue dots in to fit the image*)
9. Perform the Save function and make a JPG file. (**Press Ctrl+S, select your Folder** for the Save In area, enter a **Filename**, select a **JPG** File Type, click on the **Save** button)

Now you have the Button/Image.jpg file you can insert it into your website or email program.

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Add your Button/Image to either an Email or a Website.

Every email program works differently - these instructions are for MS Office Outlook.
Every website works differently as well - you will need to consult with your instruction manual or programmer.

Step 3. Run your email program and call upon a new message. Enter your email address in the To: area to send this email to yourself, then you can test your image & hyperlink.

INSERTING A BUTTON/IMAGE/PICTURE

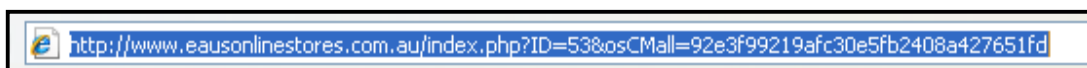
- a. Click on **Insert** from the **main menu**
- b. Click on **Picture** from the next menu
- c. Select your **Button/Image** file
- d. Click on **Ok**

Now that you have your Button/Image inserted onto your email or website you need to take a copy of the URL address that the Hyperlink is to open.

Step 4. Run the Internet Explorer program and open the page you want to your Button/Image be linked to. (eg. Online Store front page, Webpage, a Page within your online store)
In the Address bar you will find the URL Address – take a copy of it.

TAKING A COPY OF A WEB ADDRESS (it is too long to write down)

- a. Click on the **Address** in the **Address bar** located at the top of the Internet Explorer program and it should become highlighted (if it does not become highlighted then click-drag over it)
- b. Press **Ctrl+C** to perform the Copy function
- * nothing seems to have happened but a copy of the address has been placed in your copy memory

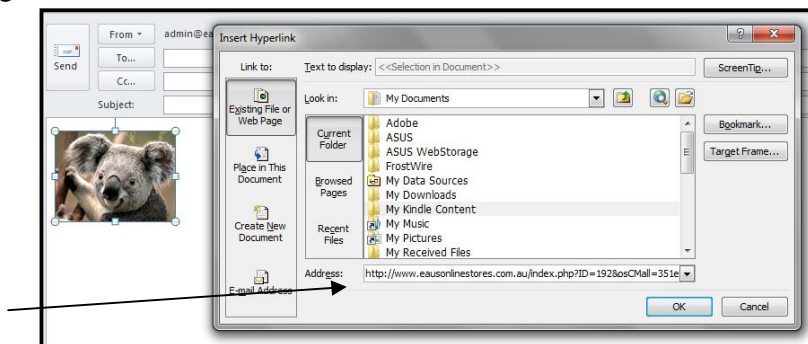


Step 5. Switch to your email, webpage, etc and select your image. (Click on it - notice the selection markers surrounding the image)

Step 6. Insert a Hyperlink to your image.

HYPERLINK

- * Have the **Button/Image** selected
- a. Click on **Insert** from the **main menu**
 - b. Click on **Hyperlink** from the menu
 - c. Click in the **URL area**
 - d. Press **Ctrl+V** to paste the URL address
 - e. Click on the **Ok** button



Step 7. Test your Button & Link by sending the email or uploading the webpage that contains the hyperlink. Click on the link.