Jumps and Anchors

In order to jump to a specific location, the element to which you are jumping needs to be named.

Separate the topics on a page by placing each topic in its own element.

Name the element by clicking the element gear and choosing "Name . . ." from the list. The element is then "bookmarked."

Highlight the text where you want to place the jump and click the link icon. The link type is the default "Page or Bookmark on Page."
Instead of Choose from current subsite... or Choose..., click the Bookmark... button. A list of all bookmarks on that page will be displayed.

If the Bookmark is on a page in a different subsite, click Choose..., select the subsite and the page on which the bookmark will be found. You will get the same screen as above and you will select Bookmark... Just make sure the element on the page is named so that it shows up in the bookmark list.