Creating Accessible Links

Descriptive text

What do to
Text that describes their purpose should be used for hyperlinks.

Why it matters
Descriptive text allows users to distinguish one link from another and helps them decide whether to follow the link.

Examples

Better descriptive text
Learn more about accessibility at Appalachian.

Poor descriptive text
To learn more about accessibility at Appalachian, click here.

Make link text meaningful

New window

What to do
Links that open new windows or tabs should be limited to situations where opening them in the same window disrupts the process (i.e. if the link is for context-specific information, such as help instructions for a form). If a link opens in a new window or tab, advance warning should be provided.

Why it matters
Making websites behave in unpredictable ways can be disorienting, especially for users with visual disabilities.

Examples

Better new window links
A link to help on a form opens in a new window to prevent the loss of any data that has already been entered on the form.

Poor new window links
A link to a related resource on a web page opens in a new window.

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