Meaningful Links - Link Purpose

Francisco Kuriyama - 2018-09-25 - Comments (0) - Accessibility

The intent of this Success Criterion is to help users understand the purpose of each link so they can decide whether they want to follow the link. Whenever possible, provide link text that identifies the purpose of the link without needing additional context. Assistive technology has the ability to provide users with a list of links that are on the Web page. Link text that is as meaningful as possible will aid users who want to choose from this list of links. Meaningful link text also helps those who wish to tab from link to link. Meaningful links help users choose which links to follow without requiring complicated strategies to understand the page.

Correct Examples

1. **Visit the Accessibility Department for more information.**
   The title of the website or page is turned into the link. It does not use the full URL of the page.

2. **Learn more about accessibility guidelines and web standards.**
   The words "accessibility guidelines and web standards" are turned into a link. Words like "Click Here" and "Read More" are not used.

3. **Information for Current Students. Information for New Students.**
   By highlighting the words "Current" and "New" as part of the links for Students, they are distinguishable from one another.

4. **Download the Accessibility Guidelines Form (PDF).**
   Since the link goes to a file page, the file-type is added to the end of the link so users know what kind of file they are opening.

Incorrect Examples

1. **Visit https://inside.sou.edu/accessibility for more information.**
   The full URL of the page is used. A screen reader will read everything in the URL, including the dots and slashes.

2. **To learn about accessibility guidelines and web standards, click here.**
   "Click here" is used to identify the link. It provides no information about where it goes if read out of context.

3. **Information for Current Students. Information for New Students.**
   There is no way to determine that the links "Students" and "Students" go to two different pages.

4. **Download the Accessibility Guidelines Form.**
   The link does not tell the user what kind of file they are opening when they select it.

See more information about "Link Purpose"