

Accessible Link Text Best Practices

Accessible links help all users, especially those using screen readers, to understand the purpose and destination of a hyperlink. Descriptive link text is essential for digital accessibility and is required by laws like the ADA and Section 508.

Best Practices for Link Text

- ☐ Use descriptive, meaningful text that explains the link's purpose or destination.
- ☐ Avoid using 'click here,' 'read more,' or raw URLs as link text.
- ☐ Make sure each link on the page has unique, descriptive text if they point to different destinations.
- ☐ If the link leads to a document or external site, consider noting the file type or destination (e.g., 'Download the PDF brochure').
- ☐ Avoid duplicating adjacent text in the link — keep the text brief and relevant.
- ☐ Ensure that link color stands out and is distinguishable by more than color alone (e.g., underline).

Examples of Link Text

✓ Good Examples:

- Link Text: 'UNMC Accessibility Policy'

Purpose: Takes the user to the university's accessibility guidelines page.

- Link Text: 'Download the course syllabus (PDF)'

Purpose: Opens a PDF document containing the syllabus.

- Link Text: 'Apply for the Teaching Fellowship'

Purpose: Leads to an online application form for the teaching fellowship.

✗ Poor Examples:

- 'Click here' — not descriptive and unclear what the link is for.
- 'www.unmc.edu/accessibility/info.html' — not screen reader friendly or meaningful.
- 'Read more' — doesn't help users understand what they will be reading.