Hyperlinks

A hyperlink is where the web URL or file location isn't visibly shown. Instead, alternative "call to action" text replaces it.

Why is hyperlinking important?

⭐ Hyperlinks can present clear, precise action.

⭐ Hyperlinks avoid being an ambiguous single word or standalone phrase.

⭐ Hyperlinks avoid raw, lengthy web addresses that are time-consuming for screen readers to read.

⭐ Clearly writing out the hyperlink text will tell screen readers what information is presented in the link and they can decide whether or not to click it for more information.

Hyperlink Examples

✅ [Click here to read more about us.](#)

✅ [Learn more about our program.](#)

✅ Shout-out to [WISE](#) for partnering with us to offer free programming!

❌ Click [here](#) to read more about us.

❌ Learn more about [our program](#).

❌ Learn more about our program at https://www.womenofwise.org

NOTE: While there are basic recommendations when hyperlinking, you should use your own judgment when deciding when/how to hyperlink.

Rule of Thumb

☑ Hyperlinks must convey a meaningful action.

☑ Use buttons to insert links when appropriate and when possible.

☑ Avoid inserting raw URL links. Use hyperlinks when possible.

☑ Make sure your hyperlink color meets color contrast guidelines.