



Writing links

www.4syllables.com.au

Tips for web writers

- **Write clear and meaningful link text**
 - Avoid links like 'click here' and 'read more'
 - Wherever possible, the link text alone should fully describe the linked content
- **Use words familiar to your users**
 - Use keywords (users' search terms)
 - Avoid jargon and abbreviations unless well known to your target audience
- **Begin with the most meaningful words**
 - Avoid starting links with the same word or phrase (such as 'read more ...')
- **Avoid using the same link text for links that lead to different places**
 - Only duplicate link text when doing otherwise would lead to significant visual clutter
- **Write concisely**
 - Avoid wordy lead-ins (such as 'click here for more on ...')
 - Avoid long links that may break over a line
 - Don't write links so short that they no longer make sense
- **Don't use URLs (web addresses) as the text for links**
 - If you think users will print the page, use a print style sheet to display the URLs on the printed version
- **For email links, use the email address as the link text**
 - Linking people's names or job roles might not clearly indicate that the link is an email address
- **For image links, write a text alternative that clearly identifies the linked content**
- **Avoid using images of text as links**
 - If you must use an image of text, use a large, plain font and ensure there is sufficient colour contrast
- **Never underline text that is not a link**
- **Warn users when the link will open a document file**
 - Indicate the document type (for example PDF or DOC) and file size within the link text
 - Open documents in a new window
- **Don't open links in new windows unless you are opening a document or help screen**
 - Include a warning in the link text if a new window will open (except where you've already included a document format warning)
- **Only include links to directly relevant resources**
- **Position links carefully within content**
 - Don't place links beside each other in a sentence (often seen in blog posts), unless you use punctuation to separate them
 - Avoid positioning links within paragraphs where they may break over a line
 - Don't clutter paragraphs or pages with links scattered through text
 - Consider grouping links below the relevant paragraph, or at the end of the page

http://www.