WHY THIS IS IMPORTANT

The purpose of descriptive links is to provide users with the proper context of where clicking the link will take them. Screen reader users often navigate by going from link to link, using the tab key (or shift-tab to go backwards), so providing links that make sense is vitally important and necessary. There are two main concepts to consider with descriptive links: **writing link text** and **screen reader behavior**.

WCAG 2.0 STATES:

2.4.4 Link Purpose (In Context): The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context, except where the purpose of the link would be ambiguous to users in general. (Level A)

WRITING LINK TEXT

In most cases the proper link text is probably already in your content and it just needs to be emphasized as the link. Extraneous words used as links such as "click here" or "more" should be avoided in most situations, although if you visit the *WCAG guidelines on descriptive links* you'll learn a lot more.

So use this:

Learning what to write as proper link text can be confusing, but you can learn more by visiting *WCAG guidelines on descriptive links.*

Instead of this:

Learning what to write as proper link text can be confusing, but to learn more *click here.*

SCREEN READER BEHAVIOR

Screen reader software announces the presence of a link, so you should generally not include in links words such as "link" or "website" in the link text. Doing so would provide unnecessarily redundant information.

Imagine the following items are being read to you out loud as screen reader software would. Which example would be easiest for you to understand out of context?

• link http://tsc.utep.edu/accessibility/descriptivelinks
• link click here
• link Learn more about descriptive links

RESOURCES & TOOLS

- **Universal Usability Descriptive Links**

- **WebAIM Link Text and Appearance**