

Links

It is critical to make your links descriptive. Every link should describe what the user can expect to find when they click it. This is key for the Links List tool that screen readers provide. This tool only list the links on a page, nothing else. There is no additional context for the link.

Example: On this page the Links List tool would read the following: "See an example of describing an image on the page," "example of an infographic with a text alternative," and so on. Each describe what you can expect to find when you select them.

- **Avoid using generic phrases such as "click here" or "see more."** The Links List tools will read the text of the link exactly as entered. When the same link is repeated (imagine hearing "click here, click here, click here" repeated multiple times) it creates chaos and confusion for users. They need to understand where the link goes and why they should click here. Descriptive links provide this context.
- **Web addresses or URLs are not considered informative and should not be used.** The screen reader reads each letter individually. Instead, make the text descriptive.
- **Opening links in a new window can be disorienting.** Keep them to a minimum. Tell your users when you are using a new window.