




OSU Minimum Web Accessibility Standards (rev. 06/30/2004)

<http://www.wac.ohio-state.edu/standards/>



Standard 18 -- Link Targets. Clearly identify the target of each link.

Examples:
18.1 -- Multiple links called the same thing (e.g., "more info . . .", "results", or "click here") are problematic. .

Link Targets -- Dos and Don'ts

See also: [Standard 17 -- Pop-up windows.](#)

Do	Don ' t
Create link text that makes sense out of context (e.g. "more information on topic A")	Use general or vague link text (e.g., "more," "click here," "next").

Why: Link text is frequently read out of context by users of assistive technology. So a link that reads "[Click here](#) for information on this exciting opportunity" in the body of the page, appears as only "Click here" in a link list. Multiple "Click here" phrases on a page makes the process even more confusing.

How: Choose link text that makes sense out of context and describes where the link leads.

Instead of: "[Click here](#) for more information,"

Try using "[Get more information about us.](#)"

Or "Get more information [about us.](#)"

Do	Don ' t
Identify links with underlining.	Use underline on non-link text.

Why: For whatever reason, underlining has become the de facto symbol to identify a link among other text. When you override the automatic underlining of linked text, you force users to relearn how to surf the web: a process they won't appreciate.

How: For non-link text, use emphasis [italics] or bold instead of underlining.

Do	Don ' t
Distinguish between visited and unvisited links.	Make all links look alike.

Why: Designers often like to use style sheets or other methods to override the default colors of links. As long as you choose good contrast colors, this shouldn't be a problem. But be sure to keep the distinction between visited and unvisited links clear. Users rely on these color codes to help them return to previously visited pages and as a guide to exploring new sections of your site.

How: Make sure your style sheet designates distinct colors for any a:link or a:visited definition you use. If possible, follow the standard blue/violet configuration for unvisited/visited links. If using a different scheme, make sure it is clear to the user which is which. Some designers choose a more faded or muted color for visited links. Be sure whatever color/s you choose, they provide good contrast with the background color of your pages.

Do	Don ' t
Clearly label links that lead to PDFs.	Have links that open PDF files without warning the user.

Why: Opening a PDF in a browser window requires the Adobe Reader plug-in. Users with low processor speed, slow internet connections, and older versions of Reader may not want to wait for your documents to download and open. Additionally, users of assistive technology need to know if another program will be opening and that the navigation will be changing.

How: Two common solutions: 1) add "PDF" to the link text: "[Download booklet \(pdf\)](#)." or 2) add a symbol to the link text to indicate PDF: "[Download booklet+](#)" Be sure to include a statement that explains the symbol means PDF and a link to the download page of the latest version of Adobe Reader: "Links with a plus symbol (+) open a PDF file and require [Adobe Acrobat Reader](#) to view."

Get more help with links, visit the [WAI's techniques for WCAG 1.0 "6. Links"](#).

OSU Web Accessibility Center -- 2004. All documents in this guide may be reproduced and distributed in print or electronic format only if offered at no cost to recipients. Visit the WAC online: www.wac.ohio-state.edu. Email the WAC: webaccess@osu.edu.