

Use Meaningful Links

Why It Matters

Links are essential in digital content, but vague links like “click here” or “read more” can confuse users—especially those using screen readers or with visual disabilities.

Accessible links help all users understand where a link will take them and improve usability and SEO.

Your C.A.L.M. Guide to Meaningful Links

C: Contextual

Make sure the link text explains what the user will find if they click it.

A: Avoid Vague Phrases

Skip words like “click here,” “read more,” “info,” or “this link.”

L: Label Clearly

Use specific wording like document or article titles, video names, or calls to action.

M: Make Navigation Easy

Clear links allow users—especially those using assistive tech—to skim and navigate quickly.

Quick Tips:

- ❖ Embed the link in descriptive text, not just a pasted URL.
- ❖ Include file types for documents: Example: Download the Syllabus Template (PDF).
- ❖ Don't reuse the same link text for different destinations.
- ❖ Keep link text brief, clear, and informative.

Need Help?

Call 804-333-6789 or email
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