Linking

A better way to use anchor tags

What's an anchor tag?

- A link requires two main items - the URL to link to, and the anchor tag.
- The anchor tag is the text we use, and what the web user sees

Click here and it will be a surprise!

"here" is the anchor text in this case

The Best Anchor Tag

- The best anchor tag is often the title of the content you are linking to

Please visit:
ROI Communication - PARTNER. ENGAGE. EMPOWER

I know where that link is going!

- Anchor tags should not contain words like: Page, Click, visit, here, or site
  - Users know they will go to a page or site
  - Words like “here” offer no visual clues to actual content
  - Users know they must click
  - Don’t ask to ask, tell

We Know That!

Click Here Means Nothing

- Avoid non-descriptive words when linking

Great idea #1 – Click Here
Great idea #2 – Click Here

Users typically scan content fast!

Click Here, offers no visual clues to content

It Takes Practice

- Learning to link well DOES takes practice, but not a lot

Download the file – Wrong
Get the How-to-Link.PPTX file here - Wrong

Download: How-to-Link.PPTX – Right!
A popular search engine is Google – Right!

Key Tips

- The best anchor is often the content title that we link to
- Users need visual clues
- Be descriptive and use keywords
- Descriptive links are more effective when there is more than one on a page
- Remember users know to click