ONLINE LEARNING and TECHNOLOGY

Standard 37

Hyperlink Text

Overview

Hyperlink text is descriptive and makes sense when out of context (avoid using "click here").

Non-sighted learners can navigate course information and course documents using screen readers. When course pages and documents contain web links, screen reader will "read out" them out. Therefore, it is important that text that appears in the links is descriptive and "click here" is avoided, especially when including multiple links in the same document/page.

Practices

1. Use the name of the destination page as the link text: descriptive links clearly communicate where they are taking the user when navigating away from the page/document.
2. Avoid "File" option in Blackboard > Build Content, it is not fully accessible. Better to attach files to Content Item or create a link

Examples

Example 1

Descriptive hyperlinks use nouns and action verbs. Consider the library examples below. Each of the links will take you to the same CCRI Library page, but the last link is the best way to structure such a web link.

Click Here

https://www.ccri.edu/library/

Click here for CCRI Library

CCRI Library

Additional Resources

- OSCQR Standard 37
- W3C Quality Assurance Tip: Don't use "click here" as link text
- Hutchison, J. (2015). Making PowerPoint Presentations Powerful. School Business Affairs, 81(3), 26-30.
- MS PowerPoint Accessibility
- Tufte, E. R. (2010). Beautiful evidence. Graphics Press.

This standard aligns with the following federal guidelines:



This standard satisfies **Sections 504 and 508** of the **American with Disabilities Act ADA**.



Visit https://www.ccri.edu/onlinefaculty to learn more about OSCQR rubric and sign up to participate in a course review.

CC BY NC SA