

# Learn how to *link* the right way

Enhance your website's usability, accessibility and SEO with these handy hints to master the humble link.



## Think of scanners

You're not writing for readers. You're writing for scanners. Make sure that your linking text is specific and meaningful when read out of context. Let the scanner know exactly why they're clicking on the link.

### Before

Check out this page on gardening tips.

### After

This article will help you learn clever gardening tips.

## Nail the length

Pithy is perfect. That's the link mantra you need to remember. Aim for no more than four to five words, but also be mindful that a one or two-word link can get lost.

### Before

You can learn more about asthma at Asthma Australia.

### After

You can learn more about asthma at Asthma Australia.

## Highlight the verb

Action-oriented text works better. People find verbs easier to understand – and they're more compelled to click.

### Before

You need to upgrade the app from our website.

### After

You need to upgrade the app from our website.

## Aim for quality (over quantity)

Stuffing your copy with links is a safe bet for driving your audience away. That's why you should only include links when they add value.

### Before

From coastal walks to national parks, discover Shoreham's best sights!

### After

From coastal walks to national parks, discover Shoreham's best sights!

## Keep it clear and consistent

Your link text should be distinct. This will happen automatically on whatever platform you're using, with the link appearing underlined and/or in a different colour. While you can use code to change the link colour and appearance, keep it simple and make sure it's consistent.

### Before

I want to know whether this looks like A LINK?

### After

It's clear that this is a link.

## Avoid 'click here' – at all costs

Search engines use the strength of your links to work out your placement in search engine results. Vague phrases like 'click here' and 'find out more' are the worst way to go – as they provide no added value for the reader or for Google.

### Before

Click here to subscribe to our eNewsletter for free updates!

### After

Subscribe to our eNewsletter for free updates!

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