

Hyperlinks and URLs

UPDATED: AUGUST 2021

Definitions

- URL: the address of a webpage
 - Example: <http://www.collin.edu>
- Hyperlink: the text on a screen that links to a webpage
 - Usually appears as blue and underlined
 - Ideal to use in digital media for those with visual or motor impairments

Guidelines for Using Full URLs

- Avoid using a full URL because they are:
 - Long
 - Not screen-reader friendly
- If you must use a full URL:
 - It should be short (e.g., a home page)
 - Example: <http://www.collin.edu>
 - Long URLs should NOT be divided to create two (broken) links
 - *Good Example: <http://www.collin.edu/academics/ecollin/>
 - Bad Example: <http://www.collin.edu/> [academics/ecollin/](http://www.collin.edu/academics/ecollin/)

Guidelines for Creating Hyperlinks

- Use a meaningful phrase that provides context about the information in the link
 - Example: use the page or article title
 - *Good hyperlink: [eLearning Centers](#)
 - *Bad hyperlink: [Click here](#)
- Use a practical amount of text
 - Avoid unnecessary words, but provide enough words for context
 - *Good hyperlink: [eLearning Centers](#)
 - *Bad hyperlink: [Link to Collin College's eLearning Centers' Homepage](#)
 - Minimum character/word length: none
 - a one-letter hyperlink may be insufficient for accessibility (motor skills)
 - Maximum character/word length: none
 - a full paragraph may be too long for someone relying on a screenreader

*The hyperlink goes to <http://www.collin.edu/academics/ecollin>

For assistance, contact the eLC at 972.881.5870 or eLC@collin.edu

eLC faculty resources are available in CougarWeb

<http://inside.collin.edu/elc>