

What is a Hyperlink (or Link)?

In a website, a hyperlink (or link) is an item like a word or button that points to another location. When you click on a link, the link will take you to the target of the link, which may be a webpage, document or other online content.

Websites use hyperlinks as a way to navigate online content. Hyperlinks can point to web content that is part of that website, or it can point to web content that is part of external websites.

Both images and text can be used to create a hyperlink.

Text-based hyperlinks (hypertext) on the UNBC website are styled so that they stand out from other items on the page. UNBC's hypertext is styled to change colour as a user moves their mouse over it. The user's cursor will also change from an arrow to a pointing hand.

In this document, we will be showing you how to create hyperlinks as hypertext. We recommend that you do not use images as hyperlinks without first consulting the Office of Communications.

Choosing your link text

Choosing your link text is one of the most important parts of creating a hyperlink. The link text should always describe what the user will see when they click on it.

Appropriate link text

For more information, download the [cake decorating tip sheet](#).

For more information: [Cake Decorating Tip Sheet \(PDF\)](#)

Check out the [cake decorating tip sheet](#).

Inappropriate link text

Click here to download the cake decorating tip sheet

Check out the cake decorating tip sheet at:
<http://www.unbc.ca/cake/tipsheets/cake-decorating.pdf>

Download the cake decorating tip sheet [here](#).

Tip

Do not underline text on your page unless it is a link. Users commonly identify underlined text as a link.

Why?

1. Using appropriate link text makes the content more accessible to visually impaired users.
2. Search engines use link text as metadata to help in search rankings. "Click here" or the URL does not provide any meaningful information.

Ask yourself

What am I linking to? Am I linking to "click here"? No. I'm linking to the "cake decorating tip sheet".

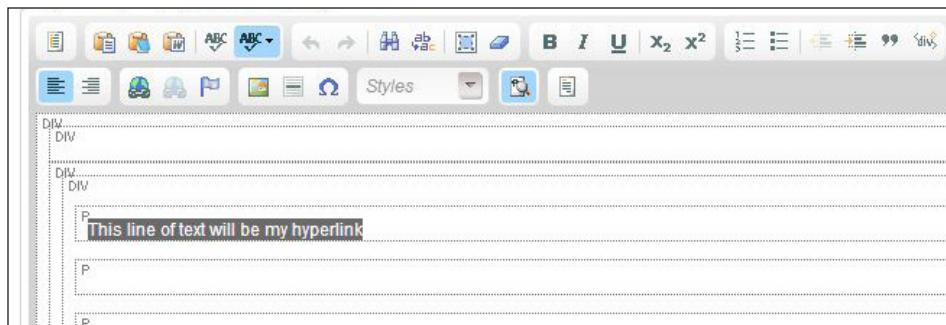
File Type

Include the file type if you're linking to a document. This helps users, especially on slower connections so that they know what to expect when they click a link.

How to create a hyperlink

Step 1: Select the text that will become a hyperlink

This item will most likely be text describing where the hyperlink points to, but it can also be an image. In the WYSIWYG editor, select the text that will become a hyperlink.

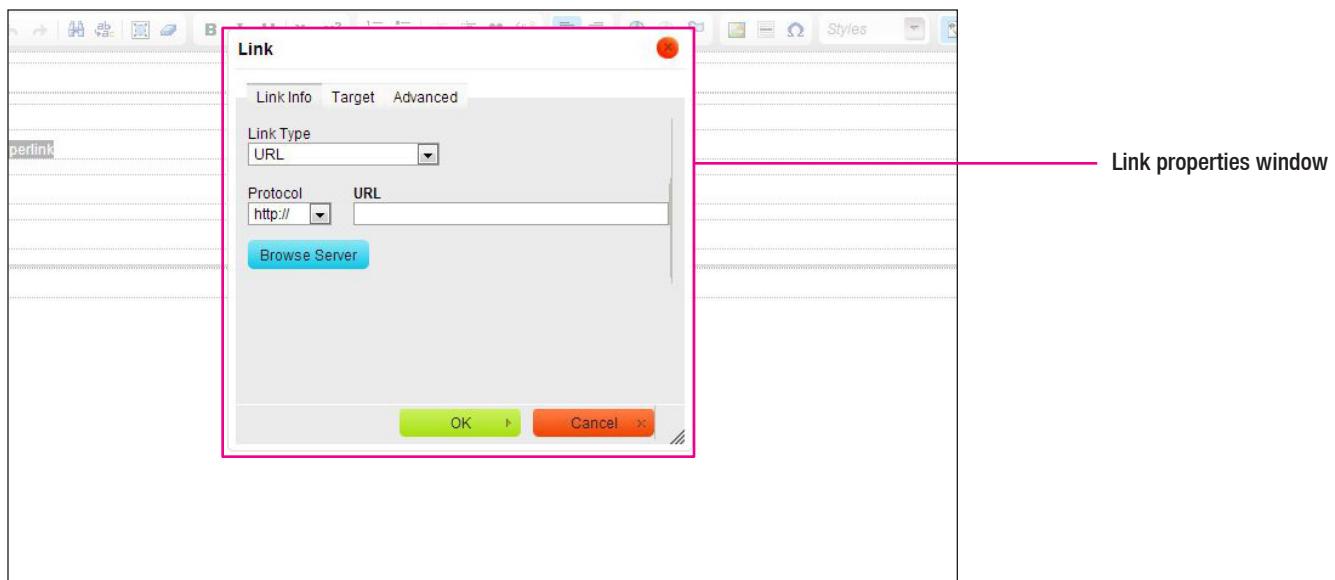


Step 2: Select the Link tool

The Link tool is represented by a globe icon in the WYSIWYG editor.

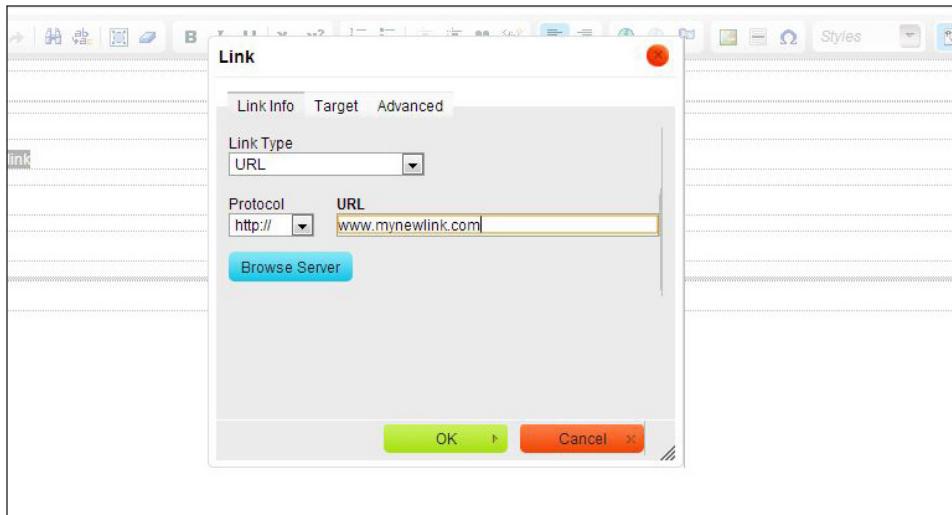


Clicking this tool will bring up the Link properties window.



Step 3: Enter the URL

In the **URL** field, enter the URL that your hyperlink will point to.

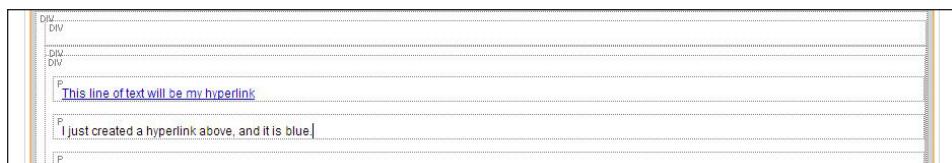


If your hyperlink will point to another website, copy the URL of that website in a separate tab or window, and paste it into the URL field.



Step 4: Click OK

The hyperlink you created will appear blue in the WYSIWYG editor.



When you save and publish your hyperlink, it will be styled according to the UNBC web styles defined by the Office of Communications.



How to Remove a Hyperlink

- Select the Hyperlink
- Click the **Unlink** tool next to the **Link** tool in the WYSIWYG toolbar

How to Replace a Hyperlink

- Unlink the hyperlink (remove the hyperlink)
- Relink (recreate the hyperlink)

Test your link

If you would like to test the link to make sure it works, save your webpage and click the link. If it opens the page you intended to link to, then it works.

If the links doesn't work, check your link carefully for errors. If you get a 404 error or are redirected, update your URL to point to the updated location.

Create a hyperlink that opens in a new tab

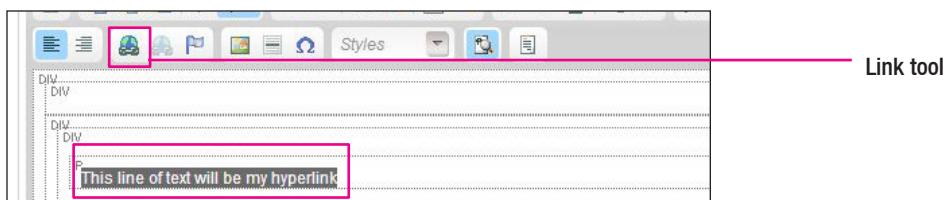
By default, when you create a hyperlink, it will open in the same window or tab. If you would like your initial page to remain active while your hyperlink is opened, then you can configure it to open in a separate tab.

Step 1: Create a hyperlink

Follow the steps of “[How to Create a Hyperlink](#)”.

Step 2: Select the hyperlink you just created and click the Link tool

The Link properties window will open with details about your link.



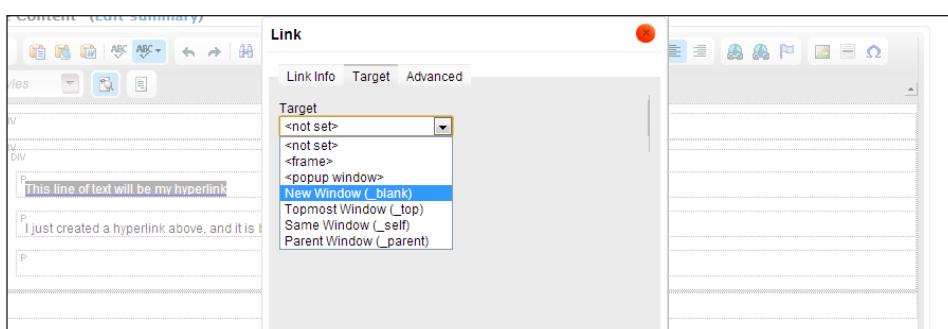
Step 3: Select the Target tab

Under the **Target** tab there is a drop-down menu with several options.



Step 4: Select “New Window (_blank)”

Under the Target drop-down menu, select **New Window (_blank)** for your link to open in a new tab. Click **OK**.



Caution

Opening content in a new tab should be used with caution.

1. Part of the ethos of web browsing is to allow users to navigate as they choose without unexpected events.
2. Screen readers used by the visually impaired have a hard time understanding what to do when content is opened in a new tab and it makes navigating back to previous content difficult.
3. Many users rely on the “Back” button as a primary method of navigating. Opening content in a new tab breaks this sequence and therefore is not intuitive.

Our advice

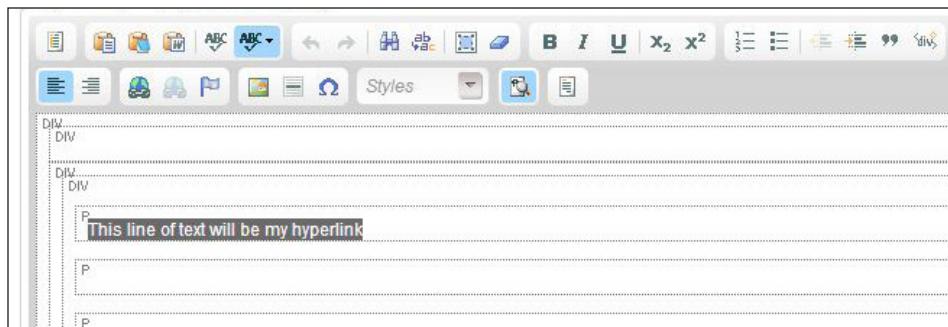
Reserve it only for content external to www.unbc.ca

How to create a hyperlink with Linkit

Linkit is used to create hyperlinks to content within the UNBC website.

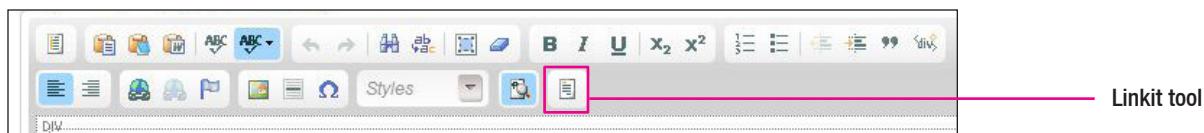
Step 1: Select the text that will become a hyperlink

This item will most likely be text describing where the hyperlink points to, but it can also be an image. In the WYSIWYG editor, select the text that will become a hyperlink.

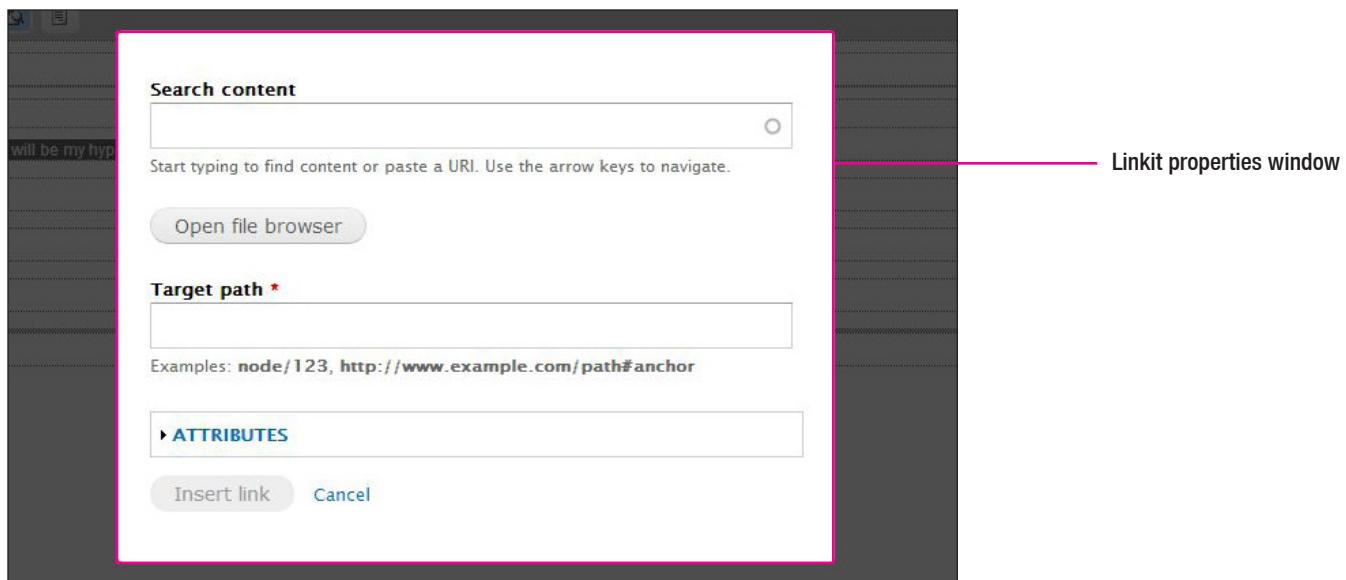


Step 2: Select the Linkit tool

The **Linkit** tool is the very last tool in the WYSIWYG toolbar.

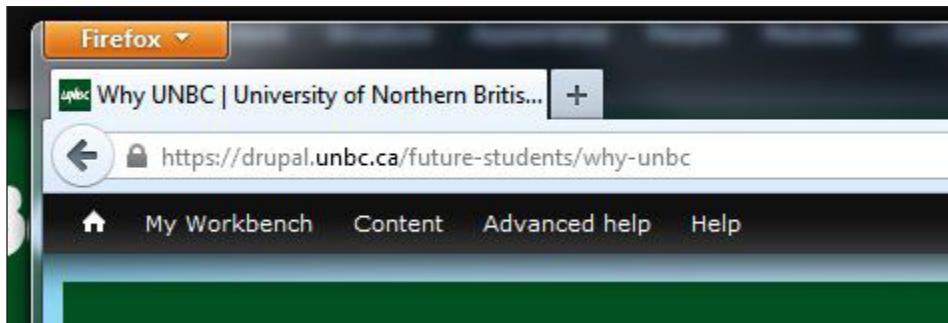


Clicking this tool will bring up the **Linkit** properties window.



Step 4: Copy the Drupal URL of the page you are linking to

Browse the UNBC website within Drupal and find the page you would like to link to—copy the URL. Make sure that you are copying the Drupal URL and not the regular unbc.ca URL.



Drupal URL

A Drupal URL will look something like this:
<https://drupal.unbc.ca/some-name>
 and not <http://www.unbc.ca/some-name>.

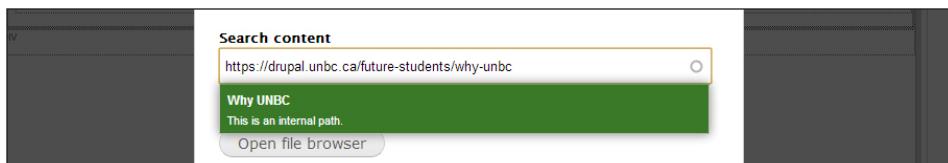
Keyboard shortcuts

Copy: Ctrl+C

Paste: Ctrl+V

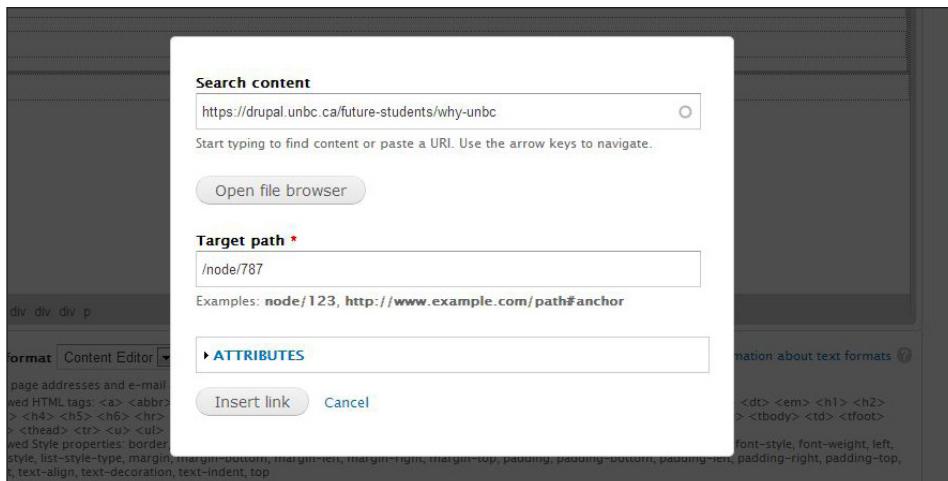
Step 5: Paste the Drupal URL into the Linkit Search content field

The **Search content** field will search for the page within Drupal and if it's successful, a green result will appear below the field with text confirming that "This is an internal path".



Step 6: Select the search result that matches

Once you select your matching result, the **Target path** field will automatically display the page's ID for any internal links. Click the button "**Insert link**".



Target path

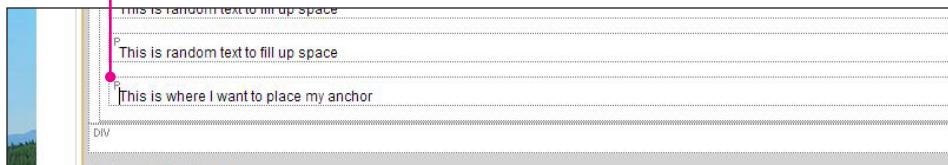
The Target path field is a mandatory field. If the Insert link button is clicked without filling in this field, nothing will happen.

How to Create an Anchor

Anchors act as destination points within the content of a webpage for hyperlinks. Anchors are commonly used on long webpages where a list of items at the top of a page links to corresponding points of the page.

Step 1: Place your cursor

Place your cursor where you want the anchor to live. You will place your anchor at the beginning of the text you want to point to.

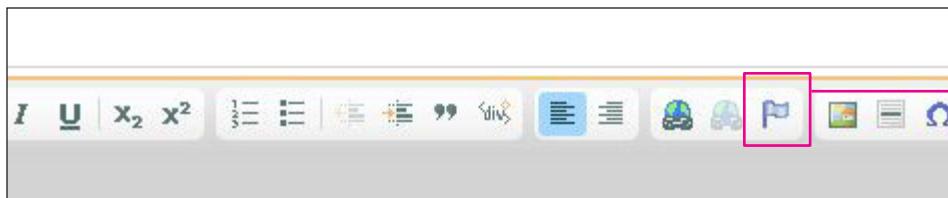


Caution: Don't select the text

Make sure that you are placing your cursor but aren't selecting text before creating an anchor. If you do this, the text will be styled as a hyperlink without acting like one. It will also prevent any future styles from being added to the text.

Step 2: Select the Anchor tool

Select the Anchor tool from the WYSIWYG toolbar.



Anchor tool

The Anchor tool is next to the Link tools and looks like a blue flag.

Step 3: Create an Anchor Name

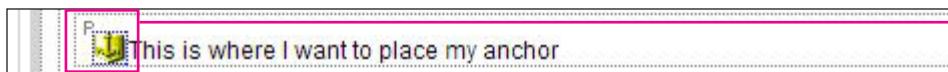
In the Anchor Properties window, enter an Anchor Name that relates to the placement of your anchor.



Tip

Avoid punctuation marks in your Anchor Name.

Step 4: Click OK



Anchor icon

Once you have created an Anchor, an icon of an anchor shows up in its place.

How to Create a Hyperlink that Links to an Anchor

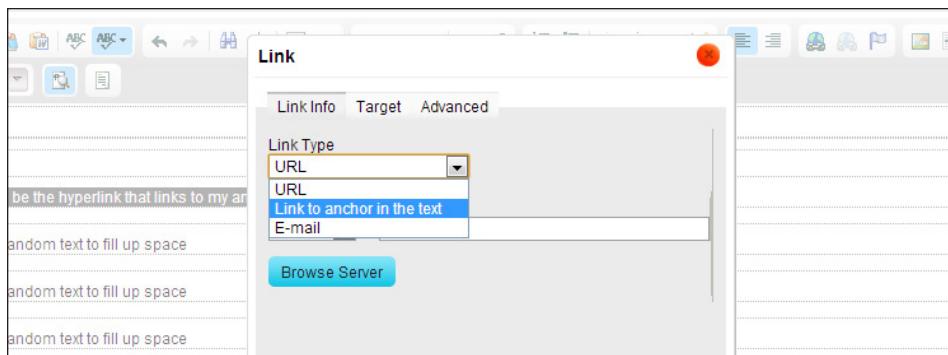
Step 1: Select the text that will link to your Anchor

Step 2: Select the Link tool



Step 3: Select the Link Type: "Link to anchor in the text"

In the Link window, under the Link Type drop-down menu, select Link to anchor in the text.



Step 4: Select your Anchor's Name

Inside the **Select an Anchor** area, select your Anchor's Name in the drop-down menu titled **By Anchor Name**. Click **OK**.

