Section 7 Action Summary

Section summary and checklist of the 5 action items

ONE-LINE **SUMMARY OF** THIS SECTION Make links consistent with each other and visually different from non-clickable text (while using color-blind-friendly styling), so that people can tell what's actionable simply by looking at the interface and not have to sweep it with their mouse (or other pointing device) to find out.

BEST PRACTICE

A user-friendly way to style links is to:

- Underline links that have surrounding text.
- Bold links that are standalone. (This is if you're not using an underline.) Or use some other color independent styling — meaning, styling that you could see even if you were completely color-blind.
- Make them some shade of blue. We don't forget color, which helps non-color-blind users. Blue is the safest choice for a link color, but studies have shown that other colors work almost as well when done with consistency.

CATEGORY

Title Here

Lorem ipsum dolor sit inacisdid consectetur adipiscing elit, seid aligasctrsa eiusmod nascua...

JANE SMITH

Example of link styling for standalone links and in-copy links.

BEST PRACTICE

Don't want to use underlining for your links? 3 alternatives to indicate a link without using underlining:

- Strategy #1: Use other text styling, like bold (or italics, font size, typeface, border).
 - Just remember whatever you choose you won't be able to use for anything other than links, or confusion will ensue.
- **Strategy #2:** Use a luminous link color PLUS some non-color styling (such as an underline) for "on hover", and another (such as a border) for "on focus".
 - Luminous colors are those that have a 3:1 or greater color contrast ratio with the color of the surrounding text (e.g. the body copy) PLUS a contrast ratio of 4.5:1 or greater with the background color (e.g. the color of the page or container).
 - 26 luminous colors from WCAG can be found at: w3.org/WAI/WCAG22/working-examples/link-contrast
 - This technique will allow the link styling to pass the WCAG accessibility guidelines, but for optimal accessibility, it's not the preferred technique since relative luminance is not particularly obvious to some people with colorblindness.
- **Strategy #3:** Use solitary placement (often with bolding or smaller all caps). Place the link away from other text so it's standalone (not part of a sentence or paragraph). Its placement, coupled with its other styling like bolding, will indicate that it's a link.

We underline our links Title Here Lorem ipsum dolor sit inacisdid consectetur adipiscing elit...

Title Here ...use other styling (**bold**, *italics*, font size, Lorem ipsum **dolor sit** inaisdid typeface, border). consectetur adipiscing elit... Title Here ...use luminous links **OR** ... PLUS an underline / Lorem ipsum dolor sit inacisdid non-color styling on consectetur adipiscing elit... hover and focus. Title Here ...use placement (often with **bolding** Lorem ipsum dolor sit inaisdid or smaller all caps) for consectetur adipiscing elit... standalone links. Related posts 🗸

BEST PRACTICE **Pick your link styling and stick to it:** Whichever appearance you choose for links, apply that same treatment consistently throughout the digital product.

BEST PRACTICE

Reserve three things for links only, whether you choose to use them for your links or not:

- (1) underlining,
- (2) blue text, and
- (3) underlining + blue text.

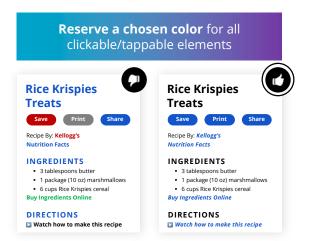
Any non-clickable elements that use one of these will look like a link, and that would be a misuse of a link signifier.

BEST PRACTICE

)5

Reserve a chosen color for all clickable/tappable elements, and avoid using that color for any non-clickable elements.

Build your perfect website! TOTAL THEME The complete WordPress theme for creating stunning sites. GET TOTAL THEME \$59 GET TOTAL THEME \$59



Tip: Be cautious of using blue for non-clickable elements

Copyright © Liz Brown. All rights reserved.

- This document is copyright protected and for your personal use only.
- As a condition of use, you agree to retain all copyright and notices and to not modify or re-post any of the material in any manner.

No re-posting, re-using, selling, or editing.

- Do not distribute, post, transmit, amend, sell, re-purpose, reproduce, duplicate, or re-use any part of this document without direct written consent from the author.
- Any violations may result in civil and/or criminal liabilities.

Limitation of liability.

- This document is for educational purposes only, and does not constitute legal, financial, medical, or professional advice.
- Under no circumstances will any blame, legal responsibility, or liability be held against the author for any damages, reparation, or monetary loss due to the information contained within this document and/or its use, directly or indirectly.

Use at your own risk.

- All effort has been made to present accurate, up to date, reliable, complete information. The author takes no responsibility or liability for any errors or omissions. The information is provided on an "as is" basis with no guarantees or warranties of any kind whatsoever, expressed or implied.
- The author is not responsible for your use of the information contained in, or linked to, this document, which has been derived from various sources. Please consult a licensed professional before attempting any techniques outlined.