Why "Click Here" is Terrible Link Text

Accessibility and context problems

The Problem with "Click Here"

"Click here" might seem like clear instruction, but it's actually one of the worst things you can put in a link. It creates barriers for many users and provides no useful information about where the link leads or what will happen when activated.

The Accessibility Problems

Screen Reader Navigation

Blind and visually impaired users often navigate websites by jumping from link to link using screen readers. These assistive technologies can pull up a list of all links on a page, but when every link says "click here" or "read more," the list becomes useless.

Imagine hearing: "Click here, click here, click here, read more, click here" instead of "Download annual report, View pricing plans, Contact customer service, Product specifications, Submit application."

No Context Out of Order

Screen reader users frequently navigate links out of sequence. When a link is announced without surrounding text, "click here" provides zero information about the link's destination or purpose.

Keyboard Navigation Issues

Users who navigate with keyboards (including many people with motor disabilities) benefit from descriptive link text that helps them decide whether to follow a link before spending effort navigating to it.

The Usability Problems

Scanning and Skimming

Most web users scan pages rather than reading every word. **Links act as signposts** during scanning - they should communicate key information at a glance. "Click here" wastes this opportunity entirely.

Mobile Touch Targets

On mobile devices, "click here" becomes even more problematic. Users can't hover to see additional context, so the link text itself must be informative. Tapping "click here" feels like a gamble.

Print and Sharing Issues

When pages are printed or shared, link context may be lost. "Click here" becomes meaningless text, while descriptive links remain useful even without the surrounding context.

Search Engine Optimization

Search engines use link text to understand what pages are about. Links that say "click here" provide no keyword value, missing opportunities to improve search rankings.

The Psychology Problems

Cognitive Load

"Click here" forces users to read surrounding text to understand what the link does. This creates extra mental work for every single link interaction.

Trust and Confidence

Vague link text makes users uncertain about what will happen when they click. Will it download a file? Open a new window? Take them to a different site? This uncertainty creates friction.

Action Confusion

"Click here" assumes mouse interaction, but many users navigate with keyboards, touch screens, voice commands, or other assistive technologies. The instruction doesn't match their interaction method.

Common "Click Here" Variations (Also Problematic)

"Read More"

Slightly better than "click here" but still vague. Read more about what? Be specific: "Read more about our privacy policy" or "View complete product specifications."

"Learn More"

Same problem - learn more about what? "Learn more about enterprise pricing" or "Discover advanced features" provides actual information.

"Here"

Often used mid-sentence: "You can find our hours here." Better: "View our current store hours" or "Check our operating schedule."

Generic Action Words

"Download," "Submit," or "Continue" without context. Better: "Download the user manual (PDF)" or "Submit your job application."

Better Link Text Strategies

Describe the Destination

Tell users exactly where the link leads: "View our pricing plans," "Download the annual report," "Contact customer support."

Include File Information

For downloads, specify type and size: "Download user manual (PDF, 2.3MB)" or "View product catalog (Excel spreadsheet)."

Set Proper Expectations

Indicate if links open new windows, go to external sites, or require registration: "Sign up for newsletter (opens in new window)" or "View on YouTube."

Use Action + Object Format

Combine what users will do with what they'll act upon: "Schedule a demo," "Request a quote," "Browse available positions."

Front-Load Important Words

Put the most important information first: "Pricing plans and packages" rather than "Information about our pricing plans."

Writing Better Links

The Link Text Test

Remove all surrounding text and read just the link. Does it make sense on its own? Would a user understand where it leads and what it does?

The Screen Reader Test

Imagine hearing only the link text in a list with other links. Can users distinguish between them and make informed choices?

The Print Test

If this page were printed, would the link text still be useful without surrounding context?

Context-Sensitive Solutions

In Body Text

Instead of: "Our privacy policy can be found here."
Better: "Read our complete privacy policy."

In Navigation

Instead of: "Click here for support."
Better: "Customer support" or "Get help."

For Downloads

Instead of: "Click here to download."
Better: "Download installation guide (PDF, 1.2MB)."

For External Links

Instead of: "Visit our partner's site here."
Better: "Browse products on Amazon" or "View reviews on Trustpilot."

Quick Implementation Tips

Review Existing Links

Audit your current site for "click here" and similar vague link text. This is often an easy win for accessibility improvement.

Update Content Guidelines

Include link text best practices in your content style guide. Train writers and content creators on these principles.

Use CMS Features

Many content management systems can highlight or flag potentially problematic link text during editing.

Test with Users

Ask people to navigate your site using only link text. This quickly reveals where improvements are needed.

The Bottom Line

Every link is an opportunity to help users understand your content and navigate confidently. "Click here" wastes that opportunity and creates barriers for many users.

Good link text serves multiple purposes: It helps users make decisions, assists with accessibility, improves SEO, and creates a better overall experience.

The extra effort to write descriptive link text pays dividends in usability, accessibility, and user satisfaction.

Remember: Links are promises. Make sure your link text clearly communicates what you're promising to deliver.