

# 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

# 01



**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 inacidid  
[consectetur adipiscing](#) elit, seid  
aliquasctrsa eiusmod nascua...

JANE SMITH

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

BEST  
PRACTICE

02



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](https://www.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](#) inacidid  
consectetur adipiscing elit...

Jane S. News 1 comment

...use other styling  
(**bold**, *italics*, font size,  
typeface, border).

## Title Here

Lorem ipsum **dolor sit** inacidid  
consectetur adipiscing elit...

Jane S. News 1 comment

OR ...

...use **luminous links**  
PLUS an underline /  
*non-color styling* on  
hover and focus.

## Title Here

Lorem ipsum **dolor sit** inacidid  
consectetur adipiscing elit...

Jane S. News 1 comment

...use placement  
(often with **bolding**  
or SMALLER ALL CAPS) for  
standalone links.

## Title Here

Lorem ipsum dolor sit inacidid  
consectetur adipiscing elit...

Related posts

### BEST PRACTICE 03

- ☐ **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 04

- ☐ **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 05

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

Reserve underlining for links




Build your perfect website!

**TOTAL THEME**

The complete WordPress theme for creating stunning sites.

GET TOTAL THEME \$59




Build your perfect website!

**TOTAL THEME**

The complete WordPress theme for creating stunning sites.

GET TOTAL THEME \$59

Reserve a chosen color for all clickable/tappable elements



**Rice Krispies Treats**

Save Print Share

Recipe By: Kellogg's Nutrition Facts


**INGREDIENTS**

- 3 tablespoons butter
- 1 package (10 oz) marshmallows
- 6 cups Rice Krispies cereal

Buy Ingredients Online

**DIRECTIONS**

Watch how to make this recipe



**Rice Krispies Treats**

Save Print Share

Recipe By: Kellogg's Nutrition Facts

**INGREDIENTS**

- 3 tablespoons butter
- 1 package (10 oz) marshmallows
- 6 cups Rice Krispies cereal

Buy Ingredients Online

**DIRECTIONS**

Watch how to make this recipe

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

**Copyright © Liz M. 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 any of the material in any manner.

**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.

**No reposting, reusing, 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.

**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, or linked to, in this document, which has been derived from various sources. Please consult a licensed professional before attempting any techniques outlined.