

Section 5 Action Summary

Section summary and checklist of the 12 action items

TWO-LINE SUMMARY OF THIS SECTION

Overall, interactive elements should have adequate signifiers to be perceived as interactive (clickable, tappable, etc.), and a physical presentation that enables us to complete the interaction. This section covered how to use *wording* to make buttons and links more accessible and usable.

The language/wording we use for button labels and hyperlinks signifies to our users what (a) action they can complete or (b) location they can go to. All of our best practices for writing better button labels and link text are for the ultimate mission of giving our users the best, most accurate, most befitting signifiers. Better signifiers mean better usability and accessibility.

BEST PRACTICE

01



Use the term “signifiers” (or alternatively “perceived affordances”) instead of the term “affordances”, when talking about the cues (visual, auditory, etc.) that hint at an interface element’s intended use.

“Signifiers”

Signals that communicate an element’s intended use. They are clues that indicate an element is interactive in a certain way.

“Perceived Affordances”

The actions a user perceives as being possible based on how an element is presented.

BEST PRACTICE

02



Check for strong signifiers that are: (1) befitting the link/button’s destination or the action it triggers, and (2) straightforward and obvious enough to be interpreted appropriately by your target audience.

BEST
PRACTICE

03

- ☐ Use action words (for buttons and other action triggers, so that could also be links).

BEST
PRACTICE

04

- ☐ Use task-specific words (for buttons and other action triggers).

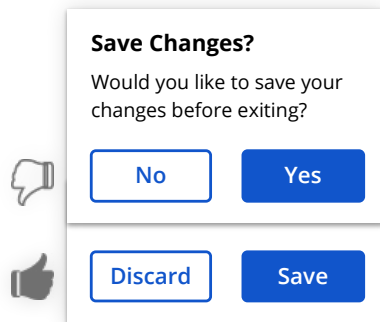
BEST
PRACTICE

05

- ☐ Keep the label wording concise (for buttons and other action triggers).

Button wording signifies a ***call to action***

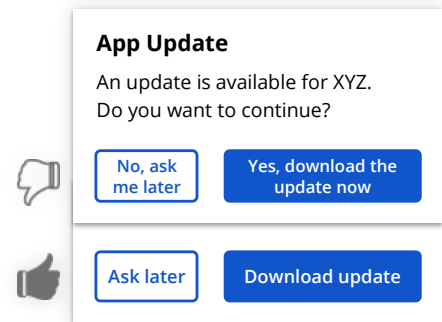
Use action words.



Use task-specific words.



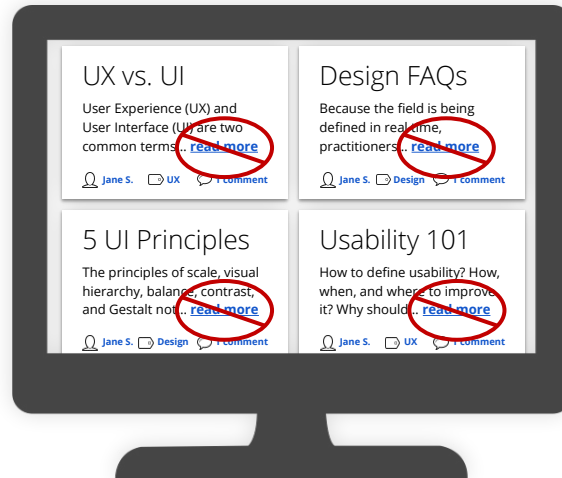
Keep it concise.



BEST
PRACTICE

06

- ☐ Avoid ambiguous link wording that's not unique (such as: read more, learn more, continue reading, details, click here). For three reasons: Usability, Accessibility, and SEO.



BEST
PRACTICE

07

- ☐ Avoid "Click Here" links specifically because, (1) it implies the person has a device to click with, (2) it implies the person doesn't know how to complete an action without being told, and (3) it conceals the actual action.

BEST
PRACTICE


08


- ☐ Frontload the most important words (for buttons and other action triggers).

LINK TEXT SHOULD:


- ✓ **Start With the Most Important Words:**
Frontload key words e.g. lead with the action (the verb), or the subject (the noun), etc.


STRATEGIES TO HELP ACHIEVE BEST PRACTICE #8:


 [Learn How Professional UX Designers Interview Clients](#)


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Strategy: Flip sentences around to get the most important words to the front.


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Strategy: Lead with the ACTION (the verb).


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 Read more [SEO hacks for the new year](#)

 Watermelon Ranch's shares are [up 45 percent](#)

 [Watermelon Ranch's shares are up 45 percent](#)

 We provide [full-service](#) web design services, specializing in [WordPress development](#)

 We provide [full web design services](#), specializing in [WordPress development](#)


Strategy: Lead with the SUBJECT (the noun).

BEST PRACTICE

09

- ☐ Be transparent about the transport or trigger; the purpose of each link/button should be clear from the label text alone (being transparent is being sincere; a link is a promise).

LINK TEXT SHOULD:

 **Be Transparent About the Transport or Trigger:**
Being transparent is being sincere; a link is a promise.

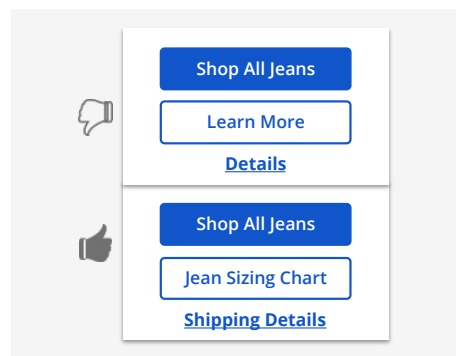
BEST PRACTICE 10

- ☐ Ensure the link/button text is informative, descriptive, and specific: identify the link's purpose (is it clear when read out of context?).

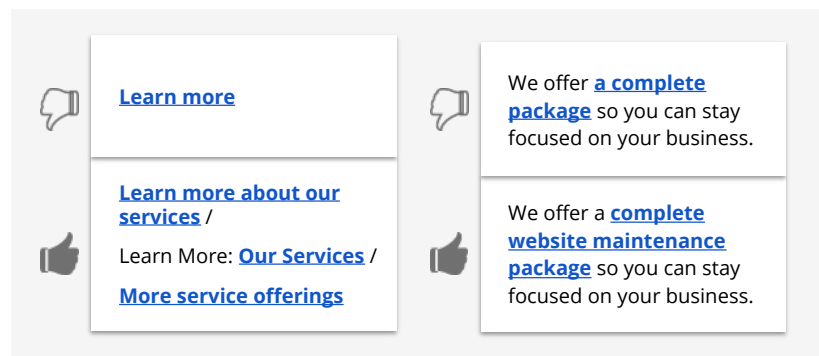
LINK TEXT SHOULD:

- ✓ **Identify the Link's Purpose:**
Be informative, descriptive, and specific (Is the link clear out of context?)

STRATEGIES TO HELP ACHIEVE BEST PRACTICE #9 & #10:



Strategy: Be specific.



Strategy: Add descriptive keywords.







BEST PRACTICE 11

- ☐ Ensure the link/button text is unique from the others on the page (use unique wording for each unique destination).

LINK TEXT SHOULD:

- ✓ **Be Unique from Other Links on the Interface:**
Have unique link text for each unique destination.

STRATEGIES TO HELP ACHIEVE BEST PRACTICE #11:

 <p>Groundbreaking Discovery That Solves Darwin's Paradox! Read story »</p>	 <p>Photos of my trip are here, here, and here.</p>	 <p>Click for a demo. Go to the Amaya Website to download the Amaya software.</p>
 <p>Groundbreaking Discovery That Solves Darwin's Paradox!</p>	 <p>Photos of my trip: on the sailboat, at Sapphire beach, and going snorkeling.</p>	 <p>View demo Get Amaya!</p>

Example from: w3.org/QATips/noClickHere








Strategy: Link to the destination's page title.

Strategy: Don't conceal, reveal.

Strategy: Eliminate references to the mechanics.

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OVERALL STRATEGIES TO HELP ACHIEVE BEST PRACTICE #8-11:

 <p>Infographic Report</p>	 <p>Free Accessibility Checklist</p>	 <p>Check out the blue whale fact sheet at: http://www.URL.com/</p>
 <p>Infographic Report </p>	 <p>Free Accessibility Checklist - PDF / Free Accessibility Checklist (PDF)</p>	 <p>Blue whale fact sheet</p>

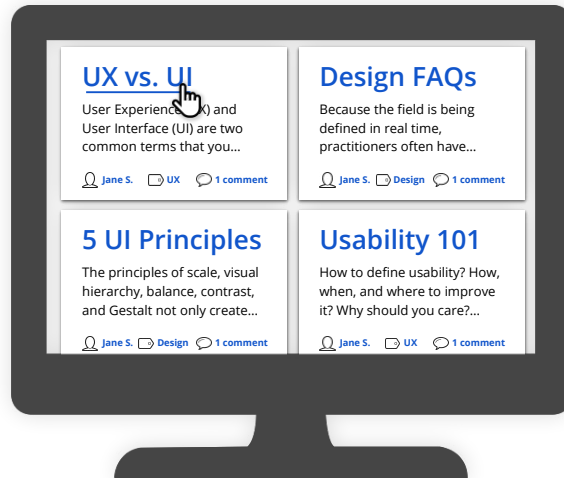
Strategy:
Indicate external links (links that open in a new tab, or open a file).

Strategy:
Don't use "naked" URLs.

BEST PRACTICE 12



Instead of using a “read more”-type link/button, hyperlink the title of the post (or alternatively, change the “read more”-type link/button to be descriptive of the page it links to).



INTERACTION COST

*We go to the effort to try and fulfill all of these best practices because it's a simple matter of **interaction cost**. People (disabled or otherwise) treat clicks like currency and they don't spend their clicks frivolously. If the wording doesn't call them to click on something, we won't get their click/tap.*

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