

SUCCESS CRITERION 2.4.4 · LEVEL A

Link Purpose (In Context)



“'Click here' is a stranger pointing down the road and saying 'It's over there.' Where? What is?”

Who this helps: Blindness, Cognitive Impairments

Link Purpose (In Context)

The purpose of each link can be determined from the link text alone or from the link text together with its programmatically determined link context.

Principle 2: Operable

Guideline 2.4: Navigable

What each role can do

Product manager

Specify guidelines for creating descriptive link text.

Designer

Design links with text that clearly indicates the link's purpose.

Developer

Use descriptive and meaningful text for hyperlinks.

Tester

Check that all links have text which clearly explains their purpose.

Once it is fixed



> “Now every link says where it goes. I know the street before I set off!”

WCAG Quotes

Every WCAG 2.2 success criterion, told by the person it helps.

mpaiva.com/wcag-quotes/2-4-4-link-purpose-in-context

The quotes are written to illustrate the criterion. They are not testimonials from real people.