

SUCCESS CRITERION 2.4.9 · LEVEL AAA

Link Purpose (Link Only)



“'Click here' is a bus with nothing on the front. It may well go where I want. I'd still like it to say so.”

Who this helps: Visual Impairments, Cognitive Impairments

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A mechanism is available to allow the purpose of each link to be identified from link text alone, except where the purpose of the link would be ambiguous to users in general.

Principle 2: Operable
Guideline 2.4: Navigable

What each role can do

Product manager

Set clear guidelines for unambiguous link text.

Designer

Use descriptive and straightforward language for link text.

Developer

Adopt semantic HTML and ARIA roles to clarify link purpose.

Tester

Ensure each link's text or accompanying context makes its purpose clear.

Once it is fixed



> “Every link says where it's going now. I can read the front of the bus before I get on!”

WCAG Quotes

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

mpaiva.com/wcag-quotes/2-4-9-link-purpose-link-only

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