

Word 2013 & 2016: Hyperlinks

Contents

Word 2013 & 2016: Hyperlinks	1
An Example	1
Use Meaningful Link Text.....	1
How to Make a Hyperlink	1
Making an Image a Hyperlink.....	2
What if the Document Will Be Printed?.....	2
How to add an Endnote.....	2
Important Note	2

An Example

One benefit of electronic documents is the ability to link to other information. A hyperlink is text that is associated with a web address or URL, or a bookmark within a document. Hyperlinks can take us to websites, other documents, or even other places inside the document itself. For example, our text may include a hyperlink to the [governor's website](#)¹. Note that the words “governor’s website” are a link to the website of the governor of Texas, followed by a superscript “one” directing the user to a footnote or end note.

Use Meaningful Link Text

Modern screen readers are able to make a list of all the links inside a document. This helps the user quickly find the link they are looking for. If the link text is meaningful, the right link is easily found.

All too often, we see links in a document with the text “Click Here.” If the author writes “Click Here” for all links, guess what the screen reader will say? That’s right, a tiresome refrain of “Click Here, Click Here, Click Here.” When we link with words like “Click Here” or “Read More,” we aren’t giving the user any useful information about that link. And that’s not accessible.

To make the links accessible, use **contextual links**, or **links made of meaningful words that describe the hyperlink**. Use concise and descriptive text and not the actual hyperlink address or URL. In fact, the Word **Accessibility Checker** will flag URLs as unclear text. In our earlier example, it is very clear to the assistive-technology user that this is a link to the governor’s website. The sighted reader gets the same benefit.

How to Make a Hyperlink

To make a hyperlink, follow these five simple steps:

1. First, select the meaningful text that will be used for the link.
2. Then, click on **Hyperlink** in the **Productivity** tab or right-click the selected text and then select **Hyperlink**.
3. Next, select the appropriate **Link to** choice on the left side of the **Insert Hyperlink** dialog box. You can also verify your text selection at the top of the box.

4. Now, add the complete URL in the **Address** field at the bottom and click **OK**.
5. Finally, check that your link goes to the proper location.

Making an Image a Hyperlink

If you wish to use an image as a link, follow the same rules as above. The only difference is that it's important to put where the link is taking you in the Alt Text of the image. When you do that someone using a screen reader is able to access the link as well.

What if the Document Will Be Printed?

Some documents are used both on the screen and in print. We haven't figured out how to make clickable links on a piece of paper yet, but there is a very simple solution; add the long URL as a footnote or endnote, as we have done at the end of this module. That way, the text is not cluttered with URLs, and they are easy to find in printed format.

How to add an Endnote.

1. Place and click the mouse so that it is immediately to the right of the text that you want the footnote or endnote to reference.
2. Go to and click on the **References** tab in the Ribbon.
3. In the **Footnotes** group select the **Insert Endnote** tool. A number will immediately appear where you were.
4. Scroll down to the corresponding number at the end of your document and insert the necessary information. (In this case it would be the full URL).

Important Note

Never use a URL as a hyperlink in a document!

Example: This is great cookbook for when you want to make yummy soup!

http://www.amazon.com/gp/product/1607749319/ref=s9_al_bw_g14_i3?pf_rd_m=ATVPDKIKXODER&pf_rd_s=merchandised-search-3&pf_rd_r=08297B9KK7H3SGC7636H&pf_rd_t=101&pf_rd_p=2511835442&pf_rd_i=6

Imagine if you were reading this document with a screen reader and you came across this link. It would be a bunch of nonsense and also very annoying.

If you were blind or visually impaired and you were using a screen reader you would have had no idea where this link was taking you. It would take a very long time to read, and quickly browsing the hyperlinks would be made impossible.

This concludes our module on "Hyperlinks."

Now, here's the end note we promised:

¹ <http://gov.texas.gov/>