

# Make Your Links User Friendly

By Mario Sanchez

## Make Your Links User Friendly

Mario Sanchez  
TheInternetDigest@hotmail.com

The Internet Digest <http://www.theinternetdigest.net>

Here are some tips to make your links user friendly:

1. Underline your links. Users are already used to this convention, so they will quickly know how to find the links on your page.
2. Don't underline text that is not a link. Use bold text instead.
3. Keep your link colors consistent. Even though some purists demand that unvisited links be blue and visited links be purple, this is really not that important any more. Rather, chose colors that are coordinated with the design of your site. Choosing a different color for visited links is still important though, since it helps users find their way when they visit your site again.
4. Use only the most descriptive words in a sentence for your links; don't hyperlink the whole sentence. For example, if you have a sentence like this: "We recommend that you visit our best sellers list", hyperlink only the words "best sellers". Your visitors will be able to scan the page better and understand what the link is about faster.
5. Whenever possible, include a brief description next to the link, telling the user what to expect if he/she follows the link. This will save the user time.
6. When the link is not descriptive enough, and there is no space to offer a description, use a link title. The HTML code is very simple: `a href=http://www.yoursite.com/bestsellers/ TITLE="Top 10 Books by the NY Times"Best Sellers/a`. That way, the words "Top 10 Books by the NY Times" will automatically pop up in a square box when the user places the cursor over the hyperlinked words "Best Sellers".
7. When using a picture as a link, use the ALT tag. It serves the same purpose as a link title, but for pictures. Also, remember to remove the link borders, or an unsightly frame will show up surrounding the picture when you hover the cursor over it.

-----

Mario Sanchez publishes The Internet Digest (<http://www.theinternetdigest.net>) a website and newsletter that gives you free advice on web design and Internet marketing.

[Get-Articles.com](http://Get-Articles.com) : 1000's of [reprintable business and internet marketing-related articles](#).

[Submit your article for reprint](#).