



Why click here is bad

Why "Click here" is bad linking practice (by Jukka Korpela)

- "Click here" just **looks stupid**.
- "Click here" looks especially stupid when printed on **paper**.
- "Click here" is useless in a **list of links** or when in "**links reading**" mode, or whenever a link text is considered as isolated from its textual and visual context. The problems of link texts out of context will be discussed in more detail below.
- "Click here" is bad food for **search engines**. If you say "For information on pneumonia, [click here](#)", search engines won't know that your document contains a link to a document about pneumonia. Some important search engines use the link text in estimating the relevance of a link. Using descriptive link texts thus helps users in finding documents they're interested in, potentially including your document *due to* a link text with some key word.
- There's usually a fairly **simple way to do things better**. Instead of the text "For information on pneumonia, [click here](#)", you could simply write "[pneumonia information](#)".
- "Click here" is **device-dependent**. There are several ways to follow a link, with or without a mouse. Users probably recognize what you mean, but you are still conveying the message that you think in a device-dependent way.

Describing links correctly

Bad 	Good 
<ul style="list-style-type: none">• Click here for pneumonia information• You can access information on pneumonia by clicking here• More information on pneumonia is here• More information on pneumonia is available by following this link• More information on pneumonia is available by following this link• Follow this link for more information on pneumonia• www.bath.ac.uk/health/pneumonia.html• To book a place on this course click here	<ul style="list-style-type: none">• Pneumonia information• More information about pneumonia• Find out more about pneumonia• There was an outbreak of pneumonia recently• Book a place on this course

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