

# Tip Jar for POD & web editors

We're restarting the Tip Jar to help you manage your POD or web content.

## In this issue

**Vague link names are problematic for all users, including people who use assistive technology. Check if the links on your webpages are concise and descriptive.**

## Meet Jessie

Jessie a young accountant who enjoys hiking and listening to lofi hiphop beats in her spare time.

Jessie has visual disabilities. Like many people who are blind, Jessie uses a screen reader while browsing the internet, which reads webpages out loud. Jessie is able to listen and understand speech output at a very high speed.



To help her get an overview of a page, she'll prompt her screen reader to read just the headings or links on a page. If links have vague names like "click here" or "learn more," Jessie has trouble understanding what's on the page.

Watch a [demo of a screen reader](#).

## The benefits of clear link names

Jessie is not a real person, but the problems caused by unclear link names are genuine. When a link is named "click here," no one knows where you're sending them.

Clear link names:

- benefit all users;
- are essential for people who require assistive technology to navigate webpages;
- improve your SEO or ranking in search results;
- help virtual assistants like Google Next, Amazon Alexa, and Apple Siri.

## How to write clear link names

Link names should make sense without reading the words before or after it.

**Bad link names** include "click here," "learn more," or "here."

**Good link names**

---

---

- Read [stories about web users with disabilities](#).
- Watch this [video of Sisi, a blind web user](#).
- Check out these [resources for creating accessible digital content](#).

## Your action

**This month, review the link names on your webpages and ensure they are concise and descriptive.**

---

Questions or comments? Contact the Web Strategy Team (PHSA Communications).

Email us at  
[webhelp@phsa.ca](mailto:webhelp@phsa.ca)

Resources for PHSA web  
editors at [editorhub.phsa.ca](http://editorhub.phsa.ca)

[Read past Tip Jar articles](#)

---