The *Tip* Jar

Best web practices to help you improve your online content

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Issue 4:
Tool Tips

Adding tooltips

A "tooltip" is text that appears when you hover your mouse over a link or image on your screen.

Tooltips make web pages more accessible to users with a range of disabilities or special needs, such as visual impairments. They also improve the search engine optimization of web pages. This means that it is easier for search engines to find your pages, and your pages will be ranked higher in lists of search results.

How to add tooltips

To add a tooltip to a hyperlink:

1. Click the hyperlink.
2. Click the Link tab in the editing ribbon.
3. Type the tooltip text in the "Description" field.
4. Save, check in and publish the page.

To add a tooltip to an image:
1. Click the image.
2. Click the Image tab in the editing ribbon.
3. Type the tooltip text in the "Alt Text" field.
4. Save, check in and publish the page.

A well-written tooltip can help visitors navigate websites more quickly and efficiently. Keep your tooltips concise, relevant and on-topic. Tooltips can accommodate up to 128 characters of text.