CITS | Instructional Development

Creating Descriptive Hyperlinks in Microsoft Word

Descriptive hyperlinks provide users with the proper context of where clicking a hyperlink will take them and what type of information they are about to encounter. Screen-reader users navigate websites from link to link; using only the tab key, so providing hyperlink text that provides context is important and necessary. In addition, screen readers read aloud the text on a page as displayed. When hyperlink text is descriptive, screen reader users will hear narrative context instead of listening to a websites URL read in full, letter by letter.

Step 1:
In MS Word, decide where you would like your hyperlink to exist. Type a descriptive word or phrase that will become the clickable text. It is best to include the hyperlink in the phrasing of a sentence or title of a section within your document.

For example, instead of typing
https://www.umassd.edu/policies/activepolicylist/academicaffairs/academicintegritypolicyandreportingform/ type a word or phrase, which provides more context such as, **UMass Dartmouth Student Academic Integrity Policy**.

> Before
> For additional information on violations, infractions, and consequences visit the UMass Dartmouth Student Academic Integrity Policy:
> https://www.umassd.edu/policies/activepolicylist/academicaffairs/academicintegritypolicyandreportingform/.
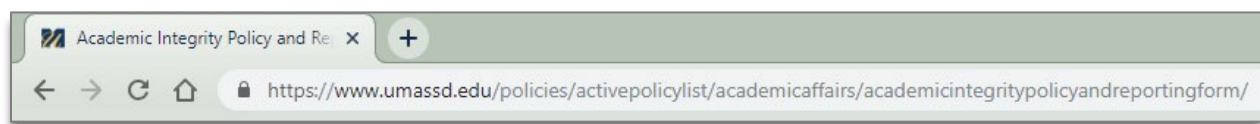
> After
> For additional information on violations, infractions, and consequences visit the UMass Dartmouth Student Academic Integrity Policy.

Step 2:
Open a browser (preferably Mozilla Firefox or Google Chrome) and visit the website that hosts the information you would like to hyperlink to.

Step 3:
To obtain the correct web address or link information, select the link you see at the top of the webpage to highlight it and **right-click** it to then select, "Copy" from the pop-up that appears.

Step 4:
Return to your MS Word document.

Step 5:
Highlight the descriptive word or phrase you would like to set as a clickable hyperlink.

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Step 6:
With your word or phrase highlighted, you have two options:

Option 1

1. Click the **Insert** tab at the top of your document.
2. Click **Hyperlink**.
3. Click your cursor in the **Address** box of the pop-up window that appears.
4. **Right-click**, then select **Paste** to paste the URL into the **Address** box.
5. Click **Ok** to complete your hyperlink.

Option 2

1. **Right-click** the highlighted word or phrase in your document.
2. Click to select to **Hyperlink**.
3. Click your cursor in the **Address** box of the pop-up window that appears.
4. **Right-click**, then select **Paste** to paste the URL into the **Address** box.
5. Click **Ok** to complete your hyperlink.