Write descriptive link text

Last modified on 11/25/2026 2:57 pm EST

The text for a given hyperlink can be a huge signal about what the link contains (information scent). Vague text like “here” or “click here” relies on additional context from the sentence, which requires extra work for both AI and human readers and can decrease the odds of someone actually opening the link.

Good link text hugely helps AI tools to know which link they should follow for more information.

For example, “Refer to How to optimize your content for the AI chatbot for more details and guidance” is much clearer on its own than “Click here to learn more.”

Tips for writing descriptive link text

Follow these tips for writing descriptive link text:

- Link text should **help readers understand the purpose of each link** so they can decide whether to follow it.
- Your link text should **describe the resource it's pointing to all by itself**. It shouldn't depend on the rest of the sentence for context.
- Avoid **vague text** like "link here", "click here", and "read more."
- Don't use the words **"link to"** as part of the link text.
- Don't use the **straight URL** as the link text, as this provides no descriptive information.
- If you're using the link in a sentence like "Learn more about how to reset your readers' password," **don't hyperlink the entire sentence.** Just hyperlink the part that describes what they'll find there, in this case: "how to reset your readers' password". For example: Learn more about how to help readers reset their passwords.
- When in doubt, if the page you're linking to has a good title, **use that title** as your link text. (In KnowledgeOwl, if you're linking to another article or category, we automatically populate that title as the link text if you didn't begin with your own link text.)

☒ RAG benefit of descriptive link text

You run no risk of important context for the link being lost if a chunk boundary begins/ends in a weird spot.

☒Accessibility tree benefit of descriptive link text

Links get marked as a separate element in the accessibility tree with the link text as the name. Since these are their own element in the hierarchy, the link text needs to be descriptive to provide enough context about the link.

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