



SUCCESS CRITERION 2.4.9 · LEVEL AAA

Link Purpose (Link Only)



“'Click Here' is like saying 'Eat This' without telling me what it is. I need to know what I'm getting into!”

Who this helps: Visual Impairments, Cognitive Impairments

Link Purpose (Link Only)

A mechanism is available to allow the purpose of each link to be identified from link text alone, except where the purpose of the link would be ambiguous to users in general.

Principle 2: Operable

Guideline 2.4: Navigable

What each role can do

Product manager

Set clear guidelines for unambiguous link text.

Designer

Use descriptive and straightforward language for link text.

Developer

Adopt semantic HTML and ARIA roles to clarify link purpose.

Tester

Ensure each link's text or accompanying context makes its purpose clear.

Once it is fixed



“You've removed the mystery, and now I'm clicking with confidence. Thank you!”

WCAG Quotes

Every WCAG 2.2 success criterion,
told by the person it helps.

mpaiva.com/wcag-quotes/2-4-9-link-purpose-link-only

The quotes are written to illustrate the criterion. They are not testimonials from real people.