

Link smart ^[1]

April 10, 2014 by Amy Ventura ^[2]

Avoid including URLs in your emails. Instead, create helpful, user-friendly text links and/or buttons, and place them prominently in your email. When creating text links, choose specific, meaningful text to help increase click-throughs and improve accessibility for users. OK: “For more information about our fundraising campaign, click here ^[3].” BETTER: “Find more information about the University of Colorado Fundraising Campaign. ^[3]”

Source URL:<https://www.cu.edu/blog/ecommerce-blog/link-smart>

Links

[1] <https://www.cu.edu/blog/ecommerce-blog/link-smart> [2] <https://www.cu.edu/blog/ecommerce-blog/author/456>

[3] <http://www.cufund.org/>