

## **Link smart** <sup>[1]</sup>

April 10, 2014 by Amy Ventura <sup>[2]</sup>

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 <sup>[3]</sup>.” BETTER: “Find more information about the University of Colorado Fundraising Campaign. <sup>[3]</sup>”

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

### **Links**

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