THE UNIVERSITY OF
NEWCASTLE
AUSTRALIA

Hyperlinking

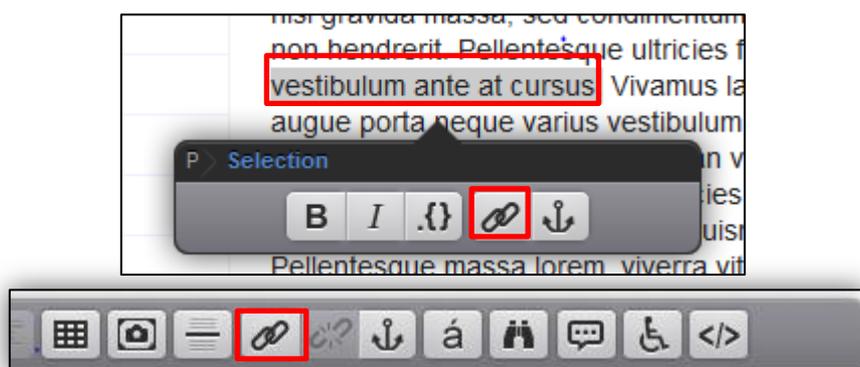- **Hyperlinking to a new web page**
- **Hyperlinking to an asset**
- **More information on hyperlinking**

Hyperlinking to a new web page

1. Navigate to your page by using the ***Asset Finder***.

2. On the ***Content*** screen click in the editable content area.

3. To insert a hyperlink, highlight the relevant text and select the ***Hyperlink*** tool in either the pop up box or the toolbar.

When hyperlinking to new sites or documents, highlight the entire title of the site or document (including acronyms) you are linking to.
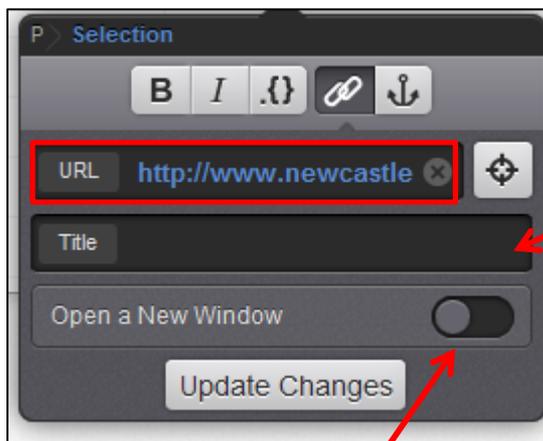**Example**:
Home to the Newcastle Institute for Energy and Resources (NIER), the most comprehensive facility of its kind in Australia.

OR

NIER is the most comprehensive facility of its kind.

4. Once you have selected the *Hyperlink* tool the following pop-up box will appear. Copy and paste or type the URL that you would like to link to in the *URL* field.


The Title attribute informs the user of a links function. Unless you are notifying the user of something important (eg link will open a new window), there is no need to use it.

All **external** sites should open in the **same window**. Opening links in a new window is not good for accessibility. If users wish to return to your site they will use the back button (the second most used feature on the web after hyperlinks). For more information see page 62.

University web pages must not contain advertising for or links to external businesses for the purposes of commercial gain or that otherwise contradicts the *Advertising and Marketing Policy – 000902*.

Web pages must not link to content of commercial or non-University activities performed by staff members or their families or their commercial or business associates.

5. Click on the *Update Changes* button.

6. Your text should now appear as a link.
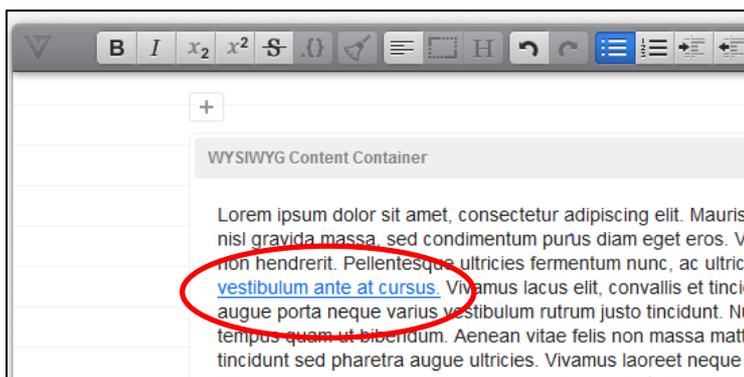
7. Click the *Save* button in the top right.

Hyperlinking to an asset

If you would like to link to an internal University of Newcastle web page you should use the asset finder to locate the page and link to it.

1. Navigate to your page by using the *Asset Finder*.

2. On the *Content* screen click in the editable content area.

3. To create a link to an asset within Squiz (ie another page or PDF, Word Document etc) highlight the text you would like to link and select the *Hyperlink* tool.
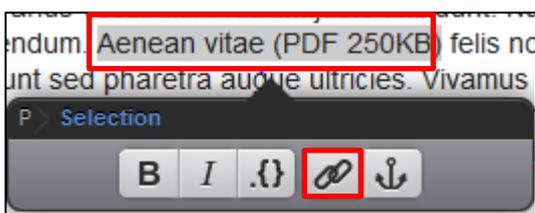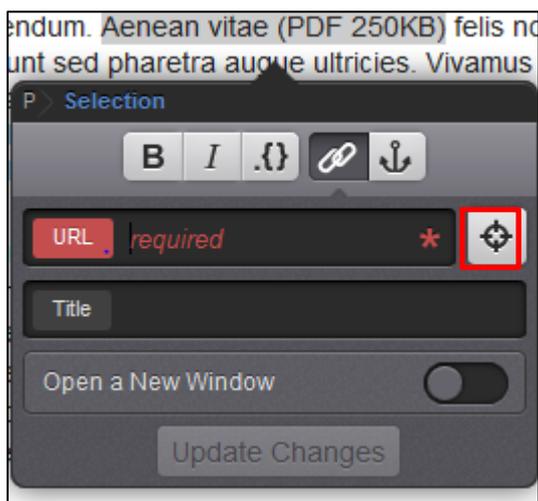
When linking to PDFs, Word documents or similar files, the entire title of the document as well as the PDF notification should be selected.

Example:
How to create a hyperlink (PDF, 23KB)

How to create a hyperlink (DOC, 23KB)

4. Once the pop-up box has appeared select the target finder button.

PDF, DOC and KB, MB abbreviations should always be capitalised and the file size should always be included. It is important for usability that the user can identify what the document is and how large the file download will be.

You must upload your asset (PDF, Word Document etc.) into Squiz before you can link to it.

5. The **Asset Finder** will appear and you can now navigate to where your asset is saved.
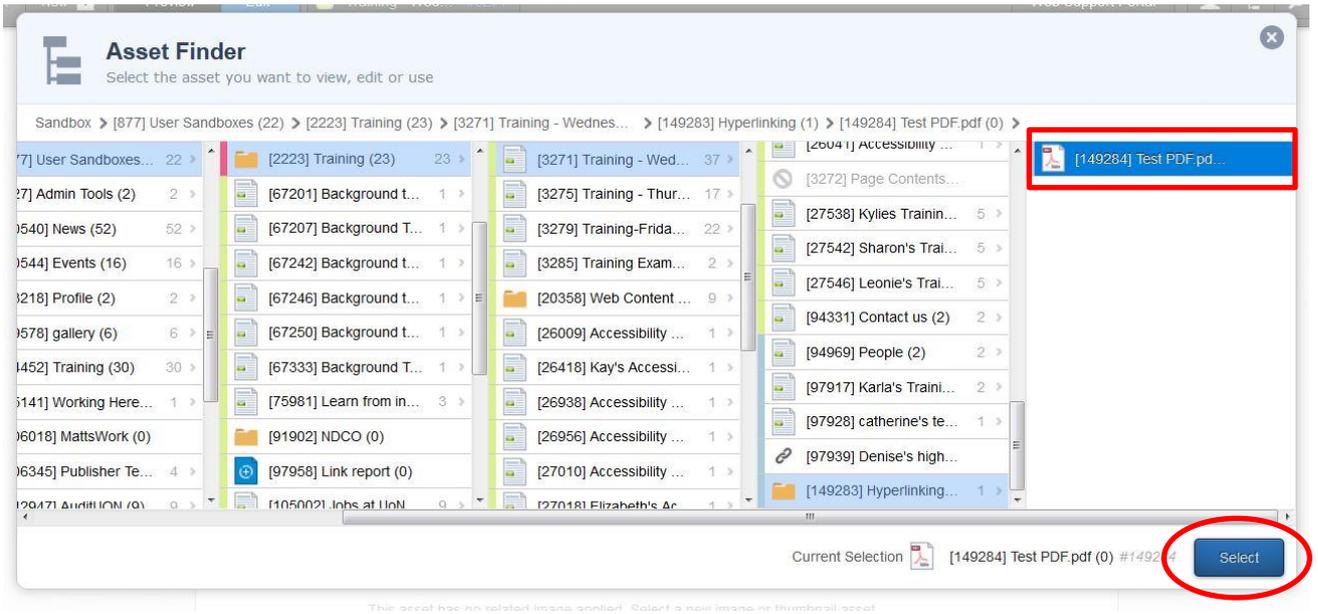

6. Once you have found the correct asset click *Select*.

7. The asset number will appear in the *URL* section.

8. Select the *Title* field and type **Opens new window.**

9. Finally, select *Apply Changes*.
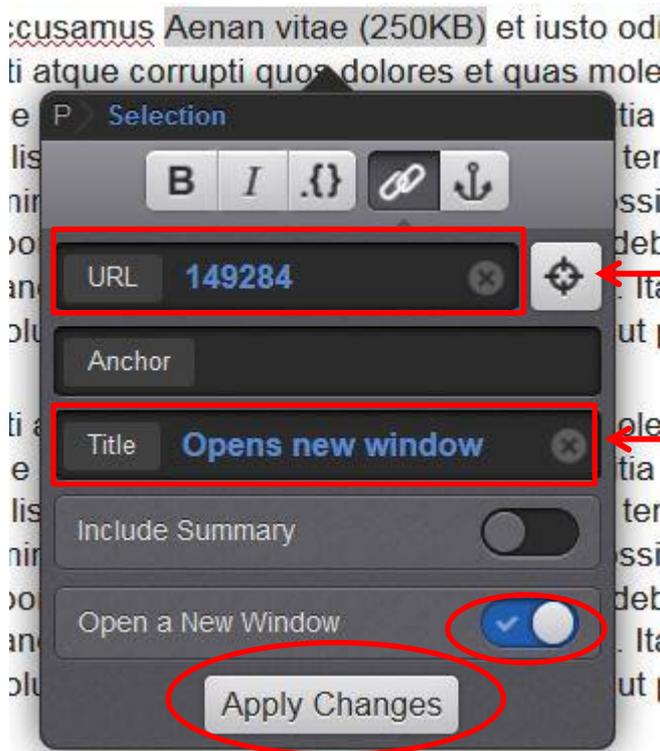
If linking to a document within the WCMS the URL box will display the asset number rather than a URL.

When linking to PDFs, Word Documents or similar file formats, the Open a New Window option **must be selected** and **Opens new window** must be put in as a Title. This is the preferred option for usability and accessibility purposes and will prevent users from accidentally closing the browser.

10. Your link should now appear.
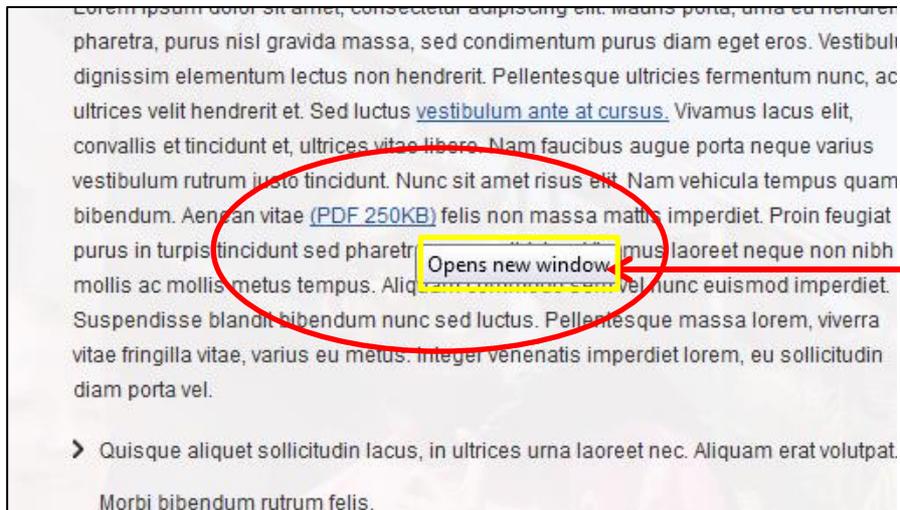
When you hover over the PDF link you should receive the following **Opens new window** notification in the Title attribute pop-up box.

11. Click the *Save* button in the top right.

Please note: Do not link to a URL starting with **newcastle.edu.au/**. Always link to an asset in Squiz.

More information

Hyperlinking

When hyperlinking to new sites or documents, highlight the entire title of the site or document (including acronyms) you are linking to.

Example:

- Home to the [Newcastle Institute for Energy and Resources (NIER)](#), the most comprehensive facility of its kind in Australia

Or

- [NIER](#) is the most comprehensive facility of its kind.

When linking PDFs, Word documents or similar files, the entire title of the document as well as the PDF notification should be selected.

Example

- [How to create a hyperlink (PDF, 23KB)](#)

Or

- [How to create a hyperlink (DOC, 23KB)](#)

PDF, DOC and KB, MB abbreviations should always be capitalised and should always be included. It is important for users to know what kind of file they are downloading as well as how large the file is.

Do NOT use:

- Click here as a call to action. It should be as clear as possible to the user where the link will take them.

For example: For more information [click here](#) ✗

For more information [visit the University of Newcastle](#) ✓

Opening links in new windows

- All **external** sites should open in the **same window**. Opening links in a new window is not good for accessibility. If users wish to return to your site they will use the back button (the second most used feature on the web after hyperlinks).

6

- **PDFs and Word documents are an exception to this rule.** These should open in a **new window** and should contain the title 'Opens new window'. Most users tend to believe once they have opened PDF or Word files that they are in the native application. Users will commonly close the browser assuming they are simply closing the document resulting in a frustrating experience.

Note: If you must open an external site in a new window, ensure that the link Title notifies the user. If you are uncertain ask the Web Team for further guidance.

Title attribute

The Title attribute informs the user of a link or image function.
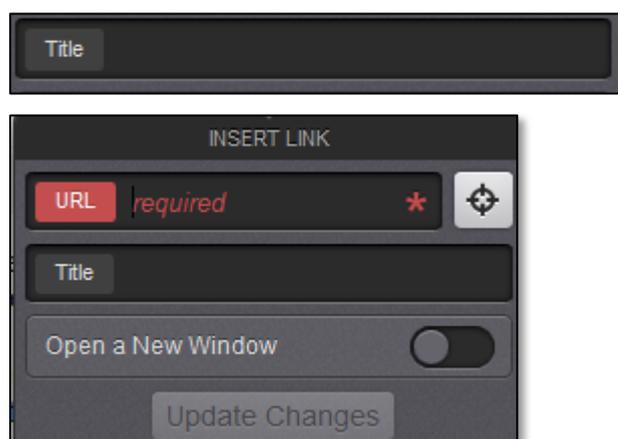
Title Attribute - Hyperlinks

- Typically you will not need to fill out the Title attribute when linking to another page, regardless of whether it is internal or external. However, if the hyperlink is ambiguous, the Title attribute is a great way to inform the user where they will go.