

## **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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### **Links**

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

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