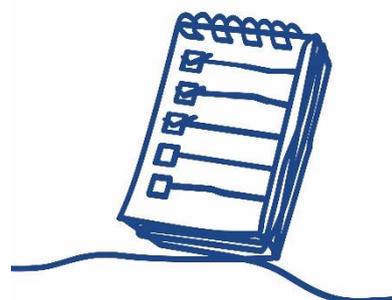


How to create an anchor link on Mind's new website

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What is an anchor link?

An anchor link is a link on a page that brings you to a specific place on that page. They're sometimes referred to as 'in-page links' or 'jump links'.

The screenshot shows a webpage titled "What are bipolar mood states?". On the left is a navigation menu with items: "About bipolar disorder", "Types of bipolar", "Bipolar moods & symptoms" (highlighted in blue), "Causes", "Diagnosis", "Treatments", and "Medication". The main content area has a heading "What are bipolar mood states?" followed by a sub-heading "About manic episodes". A purple box highlights a bulleted list of mood states: manic episodes (feeling high), hypomanic episodes (feeling high), depressive episodes (feeling low), mixed episodes (feeling high and low at the same time), and psychotic symptoms. A callout box with a black border and white background contains the text: "This is a menu of anchor links. They link to content lower down the page, just like a table of contents in a PDF or word document." An arrow points from the callout box to the highlighted list.

When should I use anchor links?

Anchor links can be helpful when you want to bring a website visitor to a specific spot on a page, and are particularly valuable on long pages with a lot of content.

They can be used to build a table of contents or an index for a page, and can help users find their way to relevant content. They can be particularly useful when users are reading a lot of content on a smaller screen, as this can reduce the effort of scrolling.

Rules for effective anchor links

Anchor links can be confusing for users, because they look like hyperlinks but act differently. To avoid disorienting the user, do the following:

1. Differentiate anchor links from other links on the page so users understand where they will lead. For example, add a title such 'On this page you can learn about' or 'In this article:' followed by your bulleted list of links.
2. Ensure that your anchor link text exactly matches the page subheading to which the link leads. This reassures the user they are in the right place.
3. Make sure the subheadings which users are jumping to are recognisable as key elements of the page by using title formatting

When should I avoid anchor links?

Anchor links are helpful if the content on a page is lengthy. Any lengthy content may benefit from adding them: the longer the page, the higher the value.

However:

1. We know that users don't read carefully online, they skim content. So, before adding in-page links to make a longer piece of content more manageable, first consider if the content could be **shortened, reorganized or rewritten**. Thoughtful editing make anchor links unnecessary, and may make for a better experience for somebody browsing our website.

If you would like advice about restructuring your page effectively, please submit a comms request via the intranet.

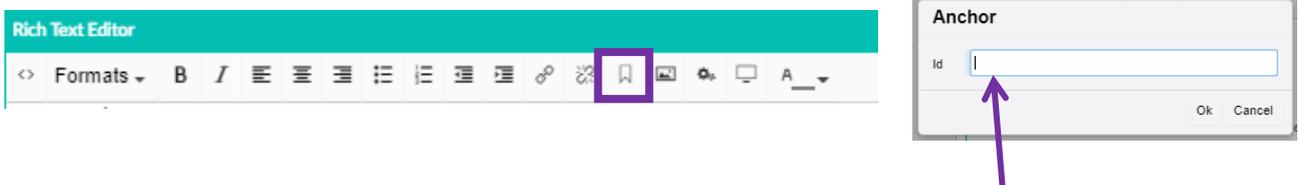
2. As you learned above, anchor links can be disorienting for users. For this reason, we only ever use anchor links to jump to titles/subtitles within a page, using the [effective anchor link guidance](#) and not to:
 - singular words within a page
 - images
 - content within an accordion (if an accordion has a title above it you *can* link to this)

How to build an anchor link in Umbraco 7

Step one: Build the anchor

The first step in creating the anchor link is to build the 'anchor'.

To build an anchor, highlight the word or phrase which you want users to jump to on the page and click the anchor button in the formatting bar:



A small window will appear, asking you to enter the ID of your anchor. In this box you should type the exact word or phrase you selected as your anchor without spaces.

For example, if I had selected the title 'What we do' as my anchor, I would type WhatWeDo.

Rules for creating anchor IDs:

- Use **capitalisation** to differentiate between words in your anchor. Your anchor ID will be case sensitive, so be careful when capitalising to ensure you have done so accurately.
- If your anchor is a **single word**, e.g. 'support', type the full word in **lowercase**. Your anchor ID will be case sensitive so be careful to do this.
- **Keep a list** of all the anchor IDs you have built for a page and their exact spelling/capitalisation, as you will need to refer back to these later. We recommend using an excel spreadsheet.
- Never give your anchor an unrelated name , e.g. anchor1, as this will become confusing and hard to follow for yourself and any colleagues who work on the page in the future

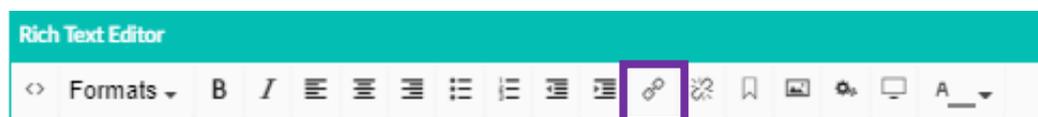
You can identify where on a page you have created anchors by the small anchor symbol which appears beside anchored text  This title is an anchor

Step two: Build the link

Now you have built an anchor on the page, you need to create the link that will enable users to jump to your anchor.

Navigate back to the word or phrase which you want to link to your anchor.

Select the text, and then select the hyperlink tool from the formatting bar:



A submenu will appear, in which you can choose what you want to hyperlink to (*PTO for screenshot*). In this menu...

1. Firstly, from the content tree, find the page you are working on, on which you created your anchor.

For example, if I were creating an anchor link on the page 'Donate' I would select this page.

I know that my page has been selected because:

- A **green tick** appears beside the selected page
- The field called '**Link**' is autopopulated with the URL of the page I have chosen
- The field called '**Link title**' is autopopulated with the name of the page I have chosen

2. Now, you need to add your anchor ID to the URL, in order to create the anchor link. At this point you should refer back to your list/spreadsheet of anchor links for this page.

Beside the field called 'Link', which has been autopopulated with the URL of your page, there is a field called '**Anchor/querystring**'. In here type your chosen anchor ID. For example, I might type 'WhatWeDo'

3. Click the green 'submit' button to save your work.

The screenshot shows a form with the following fields and options:

- Link:** /donate/
- Anchor / querystring:** (empty)
- Link title:** Donate
- Target:** Opens the linked document in a new window or tab
- Link to page:** Search bar with "Type to search..." and a dropdown menu showing "Donate" (selected with a green checkmark), "Thankyou", "Problem", "Processing", "Christmas appeal - This can't go on", and "Christmas appeal - Help people get support".
- Buttons:** "Close" and "Submit" (green)

Step three: Test your anchor link

Your anchor link has been built! Now, use the preview tool to test it to ensure your link is working correctly.

If it isn't working correctly, troubleshoot using this list:

- Did you choose the correct page from the content tree, when creating your hyperlink?
- Did you type your anchor ID correctly when creating your hyperlink, paying close attention to spelling and capital letters?

FAQs

Can I create anchor links between different blocks, or rows?

Yes, you can create an anchor in a different block/row to the block/row where you create the hyperlink. Just follow the process exactly as above.

Can I create an anchor link that links to another page of the website?

You can create an anchor link which links to a different page of the website, however you should consider how the user will experience this.

As you learned above, anchor links can be confusing for users, and they can be particularly confusing if they work in a different way to how a user expects.

A user will expect to click an anchor link, and to remain on the same page but to be taken to a specific piece of content on that page.

So, if a user clicks a link which takes them to a section on a *new* page this could be disorienting. They might not know how to get back to the information they were reading before.

Before creating an inter-page anchor link, ask yourself the following questions:

Do I need to use an anchor link? Is it crucial that I take users to a specific *piece* of content on a different page?

Could I use a CTA button, a hyperlink or a floating box in the sidebar to direct users to the top of that relevant page instead?

If a user clicks on my anchor link, will they be confused about where they land? How can I help them to feel less confused? (Check out our [Rules for effective anchor links](#) above for advice!)

Can I create an anchor link that looks like a button?

It is possible to create an anchor link as a button, but this is not often advised. When considering whether it would work well for your page, you should bear in mind two things:

Firstly, we should use buttons sparingly on the website and only for the most important actions on a page.

Too many buttons can make key call-to-actions (CTAs) hard to find. So, before creating a button-style anchor link, ask yourself – is this one of the most crucial CTAs on the page? Examples of an important CTA might be 'donate now', 'register', 'apply now', 'download' and so on.



Secondly, we must bear in mind whether a button-style anchor link will be confusing for the user.

A user expects that an anchor link will look like a hyperlink (usually blue, underlined) and will take them to a specific place on the same page.

A user expects that a button will take them to a new page, or to the next step of a process. So, if a button takes them to a specific place on the same page this could be confusing!

Again, refer to our [Rules for effective anchor links](#) above for advice on minimising confusion.

If you are unsure whether your anchor link should be a button, ask our advice at digidev@mind.org.uk.

To build a button-style anchor link you'll just need to add one step to the process you learned above.

1. First, build the anchor as per the instructions above.

2. Then, **before** following the step to actually build your **link** using the hyperlink tool, format the text with button formatting, using the dropdown format menu.
3. Once your text is formatted to look like a button, continue following the instructions above to add a hyperlink with an anchor ID.

Your button will now act as an anchor link, and when clicked will drop down the page to your anchored content.