

Using Hyperlinks

Writing on the web is much different than writing on paper. When you post on your blog or website, you are not only getting your ideas out to a wider audience, you are also using the resources of the web in a way that is interactive.

If you have used the internet at all, and even in this course, you are familiar with links. Links are simply the highlighted or underlined word or words within text that you can click on and link to more information.

Links are great because they allow you to go deeper into what you are writing about, without having to write too much.

For example, you may read the following paragraph:

Today I found a great website of a virtual tour of the Sistine Chapel in Rome, Italy! The site makes you feel like you are actually in the Sistine Chapel! I can't wait to spend more time on it.

That's interesting that the writer found a great site – but what could be done to add more information? If this was a paper, the writer might add quite a bit more descriptive information about the site. However, if this piece of writing is a blog post, what is currently written is enough – IF the writer had included a link within the text to the web site!

Check this version out instead:

Today I found a great website of a virtual tour of the [Sistine Chapel](#) in Rome, Italy! The site makes you feel like you are actually in the Sistine Chapel! I can't wait to spend more time on it.

Notice that the text is the same as the first version, but the second version has a built in hyperlink to the site. Now the reader doesn't need to read more descriptive information – with one click the reader can just go straight to the site and check it out.

Whenever you are blogging or writing on your website, always put links to relevant, meaningful information – it will keep your message much shorter, and actually add depth to what you write by allowing your readers to explore more about your topic in interesting ways.

If you quote information from someone else's blog or website, be sure to include a hyperlink to the place you took the quote from – that's good netiquette!

Warning! Be careful not to go overboard and put in too many links. You don't need to link to EVERYTHING you mention – only the parts that will really add to your writing.