How to Create a Link in WordPress

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WordPress can be used to create external and internal links on your website. Understanding the difference between these two links makes it easier to create them.

- **External Links** are links that lead to a website other than the one you are working on. For example, a link from the Admissions website to an article on the U.S. World & News Report website should be an external link. For external links it is important to have the link open in a new tab in the browser.

- **Internal Links** are links to other pages or resources that are a part of the website you are working on. All websites under “www.uis.edu/” are considered the same website. For example, a link from the Web Services website “Projects” page to the “Community” page is an internal link, or a link from the Web Services website to the Biology website is an internal link.

Creating External Links

1. Navigate to the page that you would like to create a link on.
2. Drag and select the text phrase that you would like to become a link.
   
   *Note: Please attempt to choose more than one word for your link. This will help those with screen readers to access the link. Also, remember to place general or long-tail keywords within your links to help Search Engine Optimization for your website.*

3. In the top portion of the screen is the toolbar. The **Insert/edit link** button on this toolbar allows for links to be created on the highlighted text.

4. Choose the **Insert/edit link** button. A box appears under the text where you can paste or type your URL.

5. Choose the small gear icon to the right of the URL.
6. In the window that opens, check the box next to **Open link in a new tab** (located below the **Link text**). This will cause a new browser tab to be opened when the link is clicked. **Note:** Only use this option on external links.

7. Choose the **Update** button. Your link has been created.

8. Choose the **Update** button in the **Publish** box to save and upload your changes or, if you are an Author, let your Editor know you have entered changes on a clone for them to review.

**Creating Internal Links**

1. Navigate to the page that you would like to create a link on.

2. Drag and select the text phrase that you would like to become a link. **Note:** Please attempt to choose more than one word for your link. This will help those with screen readers to access the link. Also, remember to place general or long-tail keywords within your links to help Search Engine Optimization for your website.

3. In the top portion of the screen is the toolbar. The “Insert/edit link” button on this toolbar allows for links to be created on the highlighted text.

4. Choose the **Insert/edit link** button. A box appears under the text where you can paste or type your URL.

5. Choose the small gear icon to the right of the URL for more options. **Note:** Make sure the box to open the link in a new tab is not checked for internal links!

6. Choose the **Apply** button (the blue box with the white arrow next to your URL). Your link has been created.

7. Choose the **Update** button in the **Publish** box to save and upload your changes or, if you are an Author, let your Editor know you have entered changes on a clone for them to review.