

Website Linking Guidelines

Approved by WSBA General Counsel, Oct. 22, 2026.

The following guidelines are best practices that you as a WSBA volunteer should follow to comply with copyright and other potentially applicable sources of law when creating written materials for the WSBA. These guidelines are applicable to, among others, material posted on the WSBA website, including on section webpages; CLE materials; and articles written for the WSBA. If you have questions about these guidelines, please consult with your WSBA staff contact.

Definitions:

A **deep link** is a link that bypasses the website's homepage (i.e., a link to a location on a website other than the homepage).

A **word link** is a hypertext link using a specially coded word or phrase that, when clicked upon, takes the user to another web page. For purposes of complying with this guidance, the word should be in the same typeface as the surrounding text. For example, [WSBA](#) is a word link that takes the user to the WSBA homepage.

An **image link** is a hypertext link using a specially coded image that, when clicked, takes the user to another web page. In other words, the hyperlink is attached to an image (which could include a word or words - for example, a logo) rather than a plain text word.

Framing is a technique that also uses a coded word or image that connects to another web page when the user clicks on it. What makes it different than linking is that instead of taking the user to the linked website, the information from that website is imported into the original page and displayed in a special "frame."

An **inline link** only pulls certain elements from the linked site, such as an image, rather than the entire page.

Guidelines for Linking to Websites

Linking to a homepage:

Permission is not required to link to another company or organization's homepage using a simple word link.

Do not use linking techniques other than a simple word link (for example, image links, framing, or inline linking) without first requesting and obtaining express permission, in writing, from the website owner.

Deep Linking:

Permission may be required to deep link (link to a location on a website that is not the homepage). WSBA volunteers should follow the guidelines below and consult with their WSBA staff contact as necessary.

- Review the website's posted Terms of Service, Terms of Use, or Terms & Conditions ("TOS"). If the TOS allow deep linking without advance permission or if they do not address linking at all, you can deep link without asking permission.

Website Linking Guidelines

- If the TOS prohibit deep linking without advance permission or contain terms that might reasonably be interpreted as a prohibition on the practice, do not deep link without first requesting and obtaining express permission, in writing, from the website owner. Alternatively, link only to the homepage.
- As with homepage linking, when deep linking, do not use linking techniques other than a simple word link (for example, image links, framing, or inline linking) without first requesting and obtaining express permission, in writing, from the website owner.
- If you obtain express permission to link to another webpage, provide documentation of that permission to your WSBA staff contact.