

WEBSITE RESOURCES FOR GRADUATE RECRUITMENT

Readability

Readability principle (W3C)

<http://bit.ly/w3-readability-principle>

Readability test tool (WebpageFX)

<http://bit.ly/read-able-tool>

Readability test tool (Readable)

<https://readable.io>

Advanced text editor (Grammarly)

<https://www.grammarly.com>

Advanced text editor (Hemingway App)

<http://www.hemingwayapp.com>

Writing Clearly and Concisely

Writing clear, concise sentences (UW-Madison)

<http://bit.ly/clear-concise-sentences>

Clear, concise writing (IEEE)

<http://bit.ly/clear-concise-writing>

Concise writing (Purdue OWL)

<http://bit.ly/owl-conciseness>

Accessible writing (WebAIM)

<http://webaim.org/techniques/writing>

Analytics

Google Analytics Academy

<https://analytics.google.com/analytics/academy>

Higher Ed Analytics Resources

<http://bit.ly/higher-ed-analytics>

Higher Ed Experts Analytics Courses

<http://bit.ly/higher-ed-analytics-courses>

Accessibility

Web accessibility (Utah State University)

<http://cidi.usu.edu/topics/accessibility>

Web accessibility standards (W3C)

<http://bit.ly/w3c-accessibility-standards>

Web accessibility consulting (WebAIM)

<http://webaim.org>

Web accessibility tool (WebAIM)

<http://wave.webaim.org>

Search Engine Optimization (SEO)

SEO starter guide (Google)

<http://bit.ly/google-seo-beginner-guide>

SEO for beginners (Moz)

<https://moz.com/beginners-guide-to-seo>

SEO basics (Search Engine Watch)

<http://bit.ly/seo-essentials>

SEO guide for beginners (WordStream)

<http://bit.ly/seo-basics-guide>

SEO basics (SEOBook)

<http://www.seobook.com/learn-seo/seo-basics>

Advanced SEO guide (Search Engine Land)

<http://bit.ly/search-engine-land-seo-guide>

SEO for higher ed (Ruffalo Noel Levitz)

<http://blogem.ruffalonl.com/?s=seo>

SEO audit tool (WebpageFX)

<https://www.webpagefx.com/seo-checker>

SEO keyword tool (Wordtracker)

<https://www.wordtracker.com>

Information Architecture (IA)

Intro to information architecture (Wikipedia)

<http://bit.ly/information-architecture-wiki>

Intro to IA (usability.gov)

<http://bit.ly/usability-ia-intro>

IA vs. navigation (Nielsen Norman Group)

<http://bit.ly/ia-navigation>

IA basics (WebpageFX)

<http://bit.ly/information-architecture-basics>

Voice and Tone

Defining website voice and tone (Duo)

<http://bit.ly/duo-voice-tone>

Defining voice (Content Marketing Institute)

<http://bit.ly/define-brand-voice>

Guide to defining tone (Smashing Magazine)

<http://bit.ly/tone-guide>

In-depth guide to defining voice (Distilled)

<https://www.distilled.net/tone-of-voice>

Guide to voice, tone and style (GatherContent)

<http://bit.ly/voice-tone-style>

Higher Ed Digital Marketing

Ruffalo Noel Levitz

<https://www.ruffalonl.com>

Carnegie Communications

<https://www.carnegiecomm.com>

Content marketing for higher ed firms (utbrain)

<http://bit.ly/higher-ed-content-marketers>