

## **OLA/WLA Conference April 2013 - "Weed Your Website"**

Lisa Tattersall & Marie Martin, Washington County Cooperative Library Services

### **Books**

Halvorson, Kristina, and Melissa Rach. *Content Strategy for the Web*. 2nd ed. Berkeley, Calif: New Riders, 2012. Print.

- <http://www.worldcat.org/oclc/795907077>

### **Web Resources**

Content Analysis: A Practical Approach by Colleen Jones (8/3/2009)

- <http://www.uxmatters.com/mt/archives/2009/08/content-analysis-a-practical-approach.php>

The Discipline of Content Strategy by Kristina Halvorson (12/16/2008)

- <http://alistapart.com/article/thedisciplineofcontentstrategy>

Doing a Content Inventory (Or, A Mind-Numbingly Detailed Odyssey Through Your Web Site) by Jeffrey Veen (6/18/2002)

- <http://adaptivepath.com/ideas/doing-content-inventory>

Uncle Sam Wants You (to Optimize your Content for Mobile) by Karen McGrane (11/5/2012)

- <http://alistapart.com/article/uncle-sam-wants-you-to-optimize-your-content-for-mobile>

Voice & Tone by MailChimp (2013)

- <http://voiceandtone.com>

Your Content, Now Mobile by Karen McGrane (11/5/2012)

- <http://alistapart.com/article/your-content-now-mobile>