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| **Part 2: Website Analysis Rubric** | **Points Earned** | **Points Available** |
|  |  |  |
| **Website/Blog & Link:** The selected website is listed, with a link included |  | 5 |
| **Content Analysis:** Thoroughly discusses relevance of selected website for intended audience, why it is or is not relevant, any potential recommendations, and includes examples and references to support answer. |  | 15 |
| **Social Media Integration Analysis:** Thoroughly discusses integration of the website, explains how it works, provides any potential recommendations, and includes examples and references to support answer. |  | 25 |
| **Call for Action Analysis:** Thoroughly discusses call-to-action, explains how it works, provides analysis for effectiveness, provides any potential recommendation, and includes examples and references to support answer. |  | 25 |
| **Appearance & Mechanics:** Headings are used to differentiate each question. Cover page included and citations are in APA format. Paper is free of grammatical, spelling, punctuation and/or typographical errors. Verb tense remains consistent throughout the entire paper. Answers meet length minimum of 300 words each. |  | 5 |
| **Total Points:** |  | **75** |