



The University of Texas at Austin

Career Services

Moody College of Communication

Six Criteria for Evaluating External Links for Inclusion on the CCS Website

CCS uses the following criteria to assess existing and potential links on our various web pages:

1. **Informational, Not Commercial** - Is the primary purpose of the site informational rather than commercial.
2. **Relevance** - Is it relevant to the intent/focus of the page and our Mission & Purpose
3. **Openness of Access** - Is most of the information offered on the site openly available at no cost and/or without having to provide personal information (e.g., user must create an account before getting access to content)
4. **Credibility/Authority of the Source** - Is the content provider recognizable as a credible source of authoritative information on the subject of the site.
5. **Timelessness** - The site is not date sensitive; will not require us to update link regularly.