



APA Online Dictionary of Researcher



APA Dictionary of Psychology

- First published in print in 2007, and revised and expanded in 2015
- Considered to be a landmark achievement in reference material
- Hugely beneficial resource in its printed format
- Winner, Choice Outstanding Academic Title in 2015
- Digitally stored in APA's MarkLogic server, and leveraged to provide
- definitions for terms found in the APA online products

The online Dictionary presented APA with a significant opportunity to:

- Provide an important resource to the general public, an audience we had previously not targeted directly, through knowledge graphs displayed in Google search results
- Present APA as a leading resource of psychological reference content
- Develop forward-thinking channels for the public to access Dictionary content



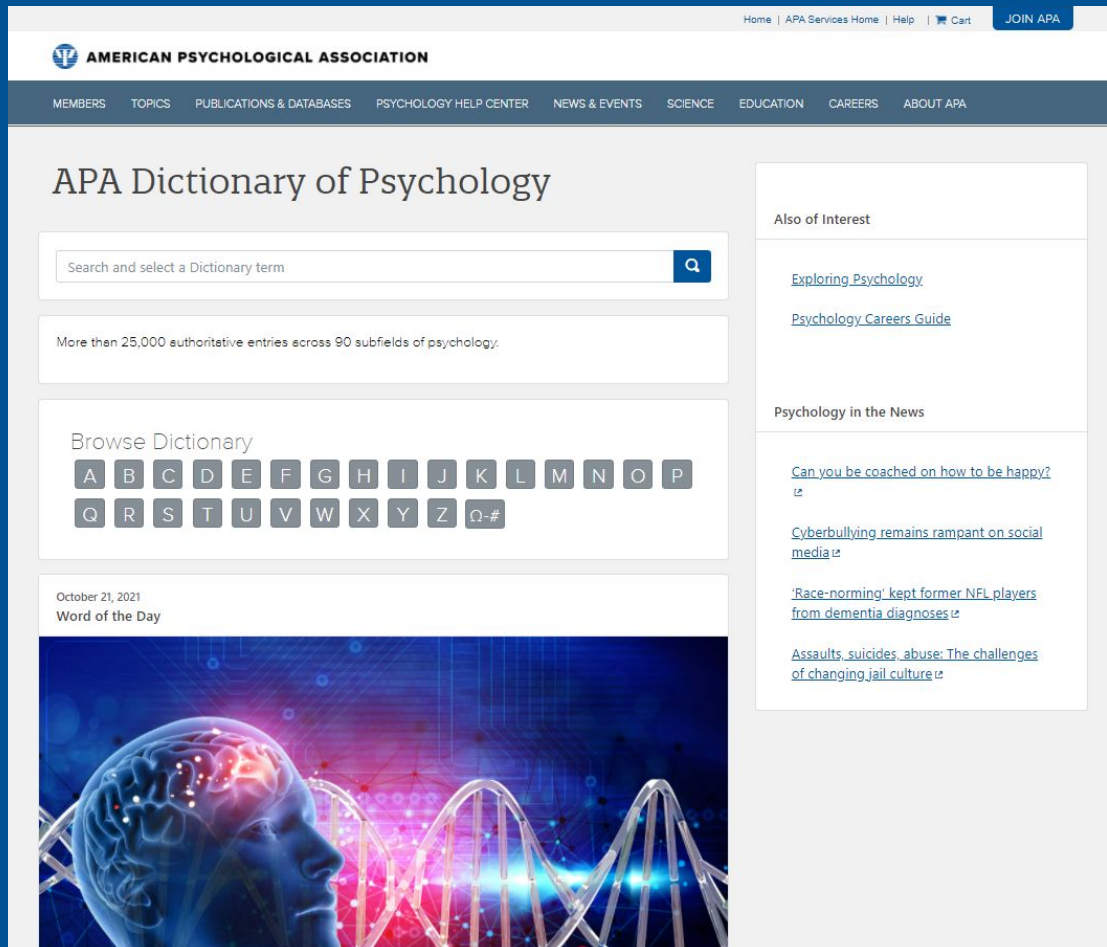
Advancing psychology
to benefit society and
improve people's lives

SEO

Functionality

SEO functions put in place for the **Online Dictionary of Psychology**:

- Interface was structured with permalink URLs for each term, which are user- and search engine-friendly
- A dynamic semantic and schema.org HTML markup was designed, supporting the delivery of knowledge cards
 - Content is delivered in HTTPS pages
 - An automated dynamic XML sitemap was developed
 - Google Search Console & Bing Webmaster Tools Integration
 - Google Analytics and Google Tag Manager Integration



UI/UX

Simple interface

Features

Simple graphics, clean separation of elements

Prominent and Functional Search

Search and browse functionality that draws the user in

Effective UI Elements

Prominent Browse buttons, search field, word of the day, text fields

New and Relevant Content

Word of the Day and Psychology in the News for information discovery

Audienc

PSYCHOLOGICAL COMMUNITY

- Students of psychology
- Academicians
- Researchers
- Practicing psychologists

GENERAL PUBLIC AND MEDIA

- Individuals being treated by a psychologist who are trying to understand a concept or term
- Individuals curious about psychology
- Members of the media researching a story on

APA Dictionary of Psychology

<https://dictionary.apa.org>

g/