

LIBRARY WEBSITES

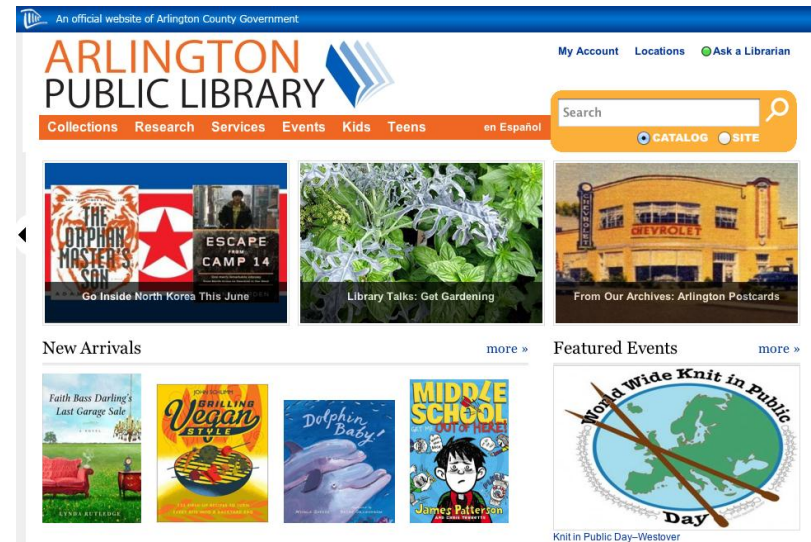
Creating a Dynamic and Useful Website for
Smaller Libraries



Mark Beatty
mbeatty@wils.wisc.edu
May 31, 2012

Sample Sites

- Waterford Library *
 - <http://www.waterford.lib.wi.us/>
- Arlington VA
 - <http://library.arlingtonva.us/>
- SWLS
 - <http://swls.wordpress.com/>
- Demolibrary
 - <http://www.wilsonrama.org/demolibrary/>



- * transitioned in 30 days

Why WordPress

- Easy to use and update
- Dynamic
- Looks terrific
- Interoperability



- <http://wordpress.org/>
- <http://wordpress.com/>

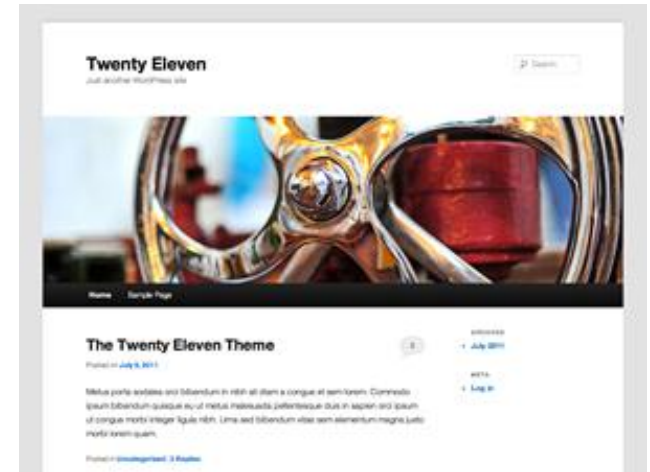
Hosting

- Your own solution, get installer from WordPress.org
 - Local Government
 - Campus
 - Who's doing it now
- Commerical options
 - Bluehost
 - <http://www.bluehost.com/>
 - DreamHost
 - <http://dreamhost.com/>
 - 1and1
 - <http://www.1and1.com/>
- WordPress.com
 - <http://wordpress.com/>



Themes

- Your public face
- Your physical organization
- Your style
- Your content organization
- Navigation
- Instant change for a whole new look



- <http://wordpress.org/extend/themes/>

Themes

- Examples
 - Panorama
 - <http://www.waterford.lib.wi.us/>
 - 2010 or 2011
 - <http://www.wilsorama.org/demolibrary/>
 - Dandelion
 - <http://test.elkhorn.lib.wi.us/wordpress/>
 - Arras
 - <http://www.wilsorama.org/buildings/>



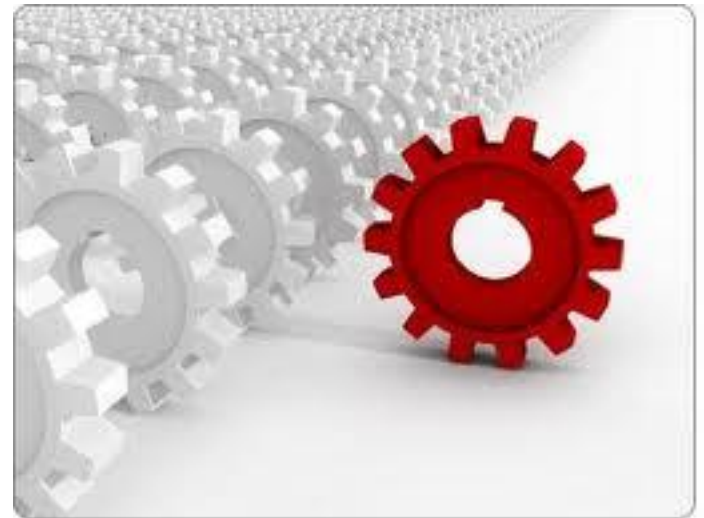
Static v. Dynamic content

- Pages are Static
 - How to's
 - Location
 - Contacts
 - Calendars
 - Web forms
- Posts are Dynamic
 - Events
 - Announcements
 - Readers alerts



Widgets

- Header bar, provides branding and navigation*
- Side bar and footer blocks
- Persistent information on every page
 - Search your OPAC
 - RSS Feeds
 - Social links
 - Basic Extended navigation



- * not really a “widget” but still a visual extra content block and in some themes can add widgets to the header area

Interoperability

- Engaged Patrons
 - <http://engagedpatrons.org/>
- Library Thing or Good Reads
 - <http://www.librarything.com/>
- Open Book
 - <http://openlibrary.org/>
- Google extensions like Calendar
- RSS feeds



Getting Started

- Design per page and across pages
- Blocks of data
- Different size post-its on a white board
- Space v. Density
- Arrange until you are content with visual navigation
 - Delivering your content, your priorities



Operating

- People organization
- Dynamic site so someone needs to wrangle
- Assign user levels
 - Or just admin for everyone
- Direct to publish
 - Or OK everything first
 - Letting your patrons post?
- Front page is what's new, keep it so
 - Remember it's easy to do



Go do it!

- Start up can be fast
 - Content population can be easy
 - Adding and deleting resources is easy
 - Changing entire look is easy
 - It's dynamic so...
-
- Don't worry about perfect, especially day one
 - Concentrate on making it better and better and more useful every day
 - Your website can be a conversation between you and your patrons



LIBRARY WEBSITES

Creating a Dynamic and Useful Website for
Smaller Libraries



Mark Beatty
mbeatty@wils.wisc.edu
May 31, 2012