

TOP 10 ITEMS TO INCLUDE ON YOUR LIBRARY'S WEBPAGE

These are the #1 information items people are looking for on your library webpage. These essential items should be on the homepage:

- Location (street address)
- Open hours
- Library phone and email address
- Complete listing of the library's services (see best practices on flip side)

When a library hosts digital resources on its website, then the website becomes the library's *digital branch*. These are digital branch essentials:

- Live link to SDSL e-resources and any library-purchased e-resources. *Every SD library should provide access to this digital collection.* Link to SDSL e-resources page is: <http://library.sd.gov/LIB/ERD/index.aspx>
- Live link to your library's catalog (if yours is online)
- Live link to your library's downloadable collections--If you subscribe to SD Titles to Go, link to: <https://southdakota.overdrive.com/>
- Live link to library Facebook page and your other social media sites

Consider adding these elements:

- Live link to the city/county website; also school library website for combo libraries
- A page to post the library's board meeting agenda, past agendas and minutes

Need help?

If you have questions about updating your library's website or building a new one, contact Shawn or David at the State Library: **605.773.3131**

BEST PRACTICES FOR LIBRARY WEBPAGES

Review your library's website regularly. Check live links now and every 3 months—Make it the first day of spring, summer, fall, winter. Check it on a computer and a couple of mobile devices.

Make it mobile. Half of library websites are on handheld mobile devices. Even if you use a mobile-friendly template, you may need to rearrange some items for optimal functionality. Contact the State Library outreach team if you need advice on choosing a mobile-friendly template.

Make it easy. The #1 reason people visit your website is to find the library's location, open hours and contact information. Make sure these get top billing—especially on mobile interfaces.

Make sure photos show your library at its best—vibrant and inviting. One or two will do.

- Interior photos should have people—staff or visitors.
- Be sure to have written parental permission before posting kid photos.
- Snap outdoor photos in the best weather.
- Crop and color correct before you post.

Labels matter. Make sure link and page names make sense to your users. Online resources are especially tricky. Consider labels like: find books, find articles, research it.

Post all of the library's services on your website. They know you have books—but the library's website is a good place to advertise all of the other services that your residents don't know about:

- Video & audiobooks
- Large print collections & Braille & Talking Books Library
- Downloadable & streaming collections
- Local newspaper archives
- Ancestry genealogy database (provided in-library only by SDSL)
- Special collections like cake pans, art prints, games, puzzles
- Public computers & Wi-Fi
- Mobile devices that can be borrowed
- Printers, copiers, scanners, fax services
- Community meeting rooms, private study areas
- Test proctoring, homebound delivery, notary public, driver's license exams
- Summer reading program, book clubs, tech classes, etc.

Connect the dots for maximum visibility: Your city/county/school's website should have a live link to your library website (or webpage) from its homepage. Your library website should have a live link to your social media sites. Your social media sites should have a live link to your library website. Hook them up!