A Library Web Page...

What? Why? What else? Where to go now?
Adapted from material originally prepared by Steve R. Mackey, Tennessee State Library & Archives

WHAT is a web site?
✓ A web site for your library is a presence on the internet.
✓ A web site provides information about your library.
✓ A web site is a marketing tool for your library.
✓ A web site provides a point of contact for reference services.
✓ A web site can point users to other sources of information on the Internet.

WHY should my library develop a web site?
➡ A web site is a good place to provide information about your library to your local community.
➡ A web site also serves as a contact point for persons who may be visiting the area from across the globe.
➡ A web site can contain more information than a traditional brochure.
➡ A web site does not have hours of operation.

WHAT ELSE should my library consider when developing a web site?
❑ A web site should be clear and consistent in design. This is the image that 'remote users' carry with them regarding your library.
❑ A web site is not static. It must be periodically maintained to make sure that information is current and appropriate.
❑ Users find the following basic information useful in a library web site:
  ☐ Location, operating hours, and calendar; names of and contact info for staff members
  ☐ Library policies including who may register for a library card and circulation procedures
  ☐ Local history and special collections information
  ☐ Governance structure (Bylaws), names of and contact information for board members, and board meeting times
  ☐ Programs
  ☐ Friends of the Library information
  ☐ Links for reference questions (such as, but not limited to) local government sites; state government sites; State Library's audio/ebook site, reference site, talking books site; **National Institutes for Health**
  ☐ Advanced sites such as **C-SPAN's BOOK-TV**
  ☐ WEB-based public-access catalog that shows material availability
  ☐ The ability for local patrons to reserve materials
  ☐ The ability for local patrons to request Inter-Library Loan materials
  ☐ Links to search engines
  ☐ Links organized by category which have been cataloged by staff, such as **Recommended Websites for Research**
  ☐ Community information database(s)
  ☐ Links to business resources - check **25 Ways Your Library Can Support Small Business**
  ☐ Links to full-text magazine database (such as Tennessee Electronic Library; EbscoHost)

WHERE TO GO for more information about web sites...

http://www.wdvl.com The Web Site Developer's Library. This is a comprehensive site for any level of web site developer.

http://tnsos.net/TSLA/PLD/index.php The on-line **Public Library Directory for Tennessee**. Libraries with web sites have connecting links from this site.