Library Web Site Makeover

Anton Chuppin, Manager, IT Interfaces, Calgary Public Library
Gabrielle Doyle, Children’s Services Librarian, Calgary Public Library
Old Website Design

• Top Heavy
  • High number of design elements and links
  • High number of menus

• Deep linking structure
  • 8 pages on the 1\textsuperscript{st} level
  • 81 pages on the 2\textsuperscript{nd} level
  • 81 pages on the 3\textsuperscript{rd} level
  • 17 pages on the 4\textsuperscript{th} level
Old Website Design

- Total pages: 187
  - Top 10 pages — 65% of all traffic
  - Top 5 pages — 54% of all traffic
- Total internal links: 336
- Total external links: 48
- Multiple “sub-sites” with their own design
- Separate mobile site
- Blogs are very prominent
Migration Schedule

- End of April 2014 – RFP Created
- July 2014 – Project Risk Assessment
- July 30, 2014 – Project kick-off meeting
- August 2014 – Online catalogue configuration
- End of August 2014 – Start of the website design
- October 2014 – Test launch
- November 3, 2014 – Staff launch
- December 15, 2014 – Soft launch
- December 29, 2014 – Hard Launch
Migration Activities in Parallel

- Steering Committee Meetings
- Main Design Decisions
- Vendor Negotiations
- Milestones Tracking
- Content Migration & Creation
- Staff Training
- Testing & Customization
Design Concepts

- Expose Library Collections
  - Lead with our strength: staff-curated content
- Highlight offers for the focus population groups
  - Be guided by the library strategic plan
- Make focused content dynamic and time sensitive
- Reduce the number of obvious navigational elements
- Clearly allocate website maintenance tasks
- Keep the website team as small as possible
Design Outcomes

- Elimination of blogs
- Prominence of staff lists
- Reduction of number of static pages
  - Static pages to secondary menus
  - FAQs
- Reduction of number of menus
- Reduction in number of page authors
Old vs. New Website Usage

• Average number of sessions per month
  2014: 469,421
  2015: 555,182 (~ 86K increase)

• Average number of users per month
  2014: 212,655
  2015: 244,884 (~ 32K increase)

• Average page views per month
  2014: 1,194,892
  2015: 1,082,013 (~ 113K decrease)
Website Book Page Visits

- Visits range from 5,000 to 40,000.

- Page 2 has the highest visits, around 40,000.

- Pages 1, 3, 4, 5, 6, 7, 8, and 9 have similar visits, around 10,000 to 15,000.

- Page 9 has the lowest visits, around 5,000.

- The chart uses the Calgary Public Library logo.
New Beginnings

- Existing website had almost 200 pages
- United kingdom of websites
- Initially planned to have a in house site
- Third party CMS allowed us to focus on content, communication and training
Getting Started

- Team-work
- Getting familiar with the new CMS
- Putting a plan in place
Should it Stay or Should it Go?

• Reviewed the usage stats
• Set benchmarks
• Hired a free-lance writer
• Began the purge
Communication

• Meet regularly with team members
• Communicate with stakeholders
• Get the job done
Highlighting Strategic Directions

Birth to Five

0 to 1: Babies
2 to 3: Toddlers
3 to 5: Preschoolers

RELATED LINKS
Grow a Reader
Early Literacy
Programs
Kids E-Library

STAFF LIST
Changing Colours, Falling Leaves
By Lindsay, B
Celebrate the first day of autumn with books featuring this beautiful season.

STAFF PICK
Dragons Love Tacos
By Rubin, Adam
Do you love tacos? Did you know that Dragons love tacos, but hate spicy salsa? Find out what happens when a little boy invites dra...

STAFF LIST
Hooray — Grandma's Coming to Visit!
By Lorrie, H H
Grandmas are special and no two Grandmas are alike. Spend the day with some of these special Grandmas.

STAFF LIST
Get Up and Go!
By Lindsay, E
Active kids will love to see and act out these silly, silly stories.
Content Creation

• Create a network of experts
• Use existing material
• Source staffing hours
• Propose structure to sustain content
Training

• Build your training team
• Start to train as early as possible
• Training is an ongoing process
Booklist Competition

- Encouraged staff to create
- Gave us extra content
- Added some fun to the project
Website Makeover
Unveiling
Website Makeover

Be Ready for Feedback

1,713 responses
Website Makeover
Patron Feedback

2/3 positive to 1/3 negative.
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What Patrons Said (The Good)

Wonderful! Looks so advance, and easy to use and very nice change! I love it!

Clean, fast, and communicates well about options, choices, and the significance of the various bits and bobs that flash up. I look forward to using it!

I really love the new website here—it's a lot more aesthetically pleasing, not to mention more convenient, than the last design. The book lists on your front page have made finding new reads a lot easier.

The new websites looks really good. It's very intuitive compared to the last one. I am very impressed and good luck.
Website Makeover
What Patrons Said (The Bad)

I'm so sad. It's a horrible web site. It's cluttered and noisy and very difficult to navigate, trying to find the search bar, and who really cares about stall picks, anyway?

My first impression of the new site is that it is just too busy, lacking logical areas to zoom into and leaving me feeling overwhelmed.

GO BACK AND UNDO THIS MESS - PLEASE! If you won't do that at least make your previous page an alternate default page we can select for ourselves and especially for tablets and smartphones.
Website Makeover

Online Queries

Plan how you want patrons to contact the library
Website Makeover

Chat Sessions Pre and Post Makeover

#chat sessions 2014

#chat sessions 2015
Website Makeover

Email Queries Pre and Post Makeover

![Graph showing email queries pre and post makeover for the years 2014 and 2015. The graph compares the number of queries month by month from January to December. The data shows a decrease in queries post-makeover, with a noticeable drop in April and a gradual increase in later months.]
Website Makeover

Combined Chat and Email Queries

14% Drop in Online Queries
Sustaining Content Creation

- Keeping it fresh is challenging
- Processes in place
- We need to commit
- ‘Collections’ has been a key
Conversations with the Frontline

- OPAC is now the preferred tool for searching
- Readers’ Advisory skills are strengthened
- Website search function supports navigation
- Browse pages allow staff an opportunity to point patrons to audience specific show case of library services and programs
- More confidence with accuracy of catalogue search results
- Permalinks for booklists are useful tools in program delivery

“Website is more up to date and clearer”
Needing More Work

- Portal for online resources
- FAQs
- Prioritizing content creation
- Mapping collections content
Lessons Learned

• Get the upper management behind you.
• Have clear deadlines.
  • Decide what priorities are.
• Constantly keep tabs on all sides of the project.
• Allocate enough time for training.
• Allocate enough staff for support.
More Lessons Learned

• Decide on benchmarks – don’t die by them
• Technical services play crucial role in content creation and keeping purchasing responsive to popular booklists
• Be responsive to feedback
• Incorporate a website search option
• Put content creation processes in place
• Website creep and the art of Zen
Website Makeover

Questions?

Thank you for coming.
Website Makeover

Links


http://calgarylibrary.ca/browse_audience/browse-audience-teachers/

http://calgarylibrary.ca/browse/books/

## Circulation Dynamics

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<th>2014 Q3</th>
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<table>
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<th></th>
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<th>2014 Q2</th>
<th>2014 Q3</th>
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