Refining our web presence

Marketing Our Libraries • LACUNY Reference Roundtable
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JOHN
JAY
COLLEGE
OF
CRIMINAL
JUSTICE

What this talk covers

◆ Rebranding our wordmark

◆ Redesigning our website
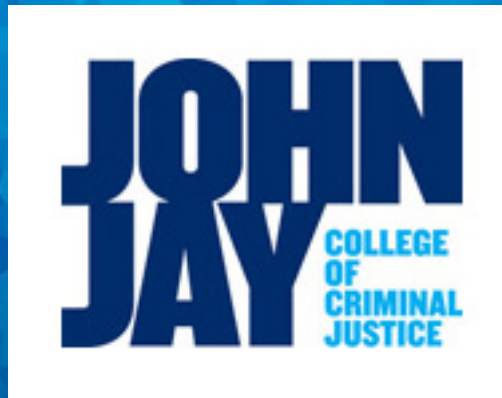
◆ Details & trends

◆ SEO

Rebranding

Previous library wordmark & college logo

Updated library wordmark & college logo

Variations

Process

Consistent web presence

Consistent web presence

Consistent web presence

Consistent offline presence

Lloyd Sealy Library

Please enjoy food and drink outside of the Library

Water is permitted

Lloyd Sealy Library

Silent study area

Absolutely no talking

Lloyd Sealy Library

Scanner

Scanning time limit: 15 minutes

USB drive
Limited to space on your drive
Limited by Fair Use compliance

Email
Limited to 20 Mb file size
    Around 50 pages in black & white, standard resolution
    Around 25 pages in color, high resolution
Limited by Fair Use compliance

Fair Use
Copying or scanning a **limited selection** of pages or a chapter from a book or an article from a journal for your personal educational use is generally considered Fair Use.

Photocopying or scanning more than 10% of an entire copyrighted book to read for class is a potential violation of copyright law.

For more information, see cuny.edu/libraries/services/copyright.html

Redesigning

Website redesign

lib.jjay.cuny.edu

Website redesign & migration

◆ **Drupal 7 CMS**

◆ **Omega** theme, reworked

◆ Drupal instance set up by Cherry Hill, consultants

◆ Version control using **Git**

◆ Every librarian has an editor account & assigned pages
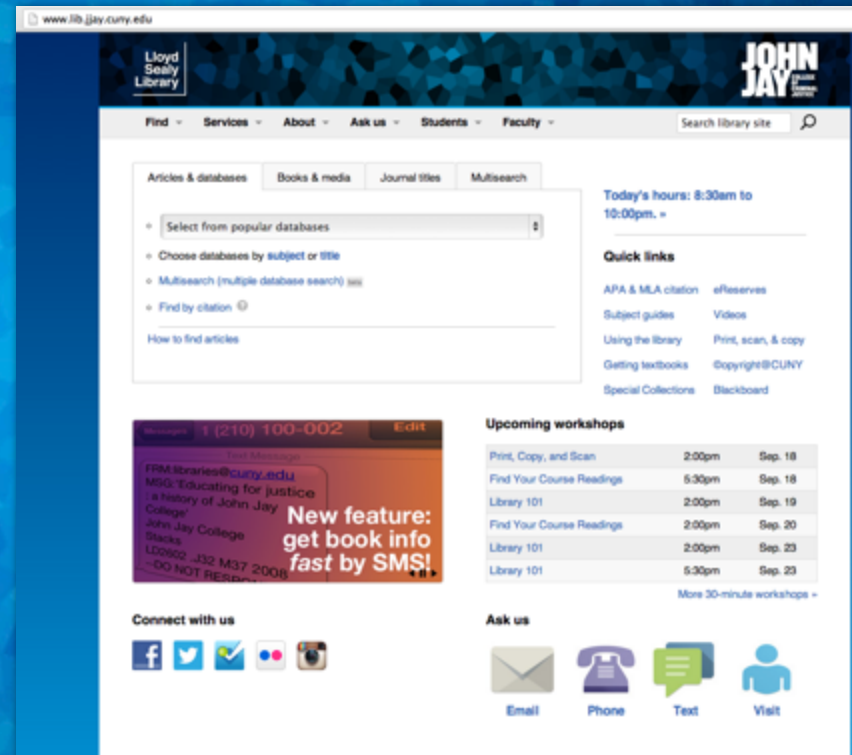
Process

Wireframes →
Mocks ↓
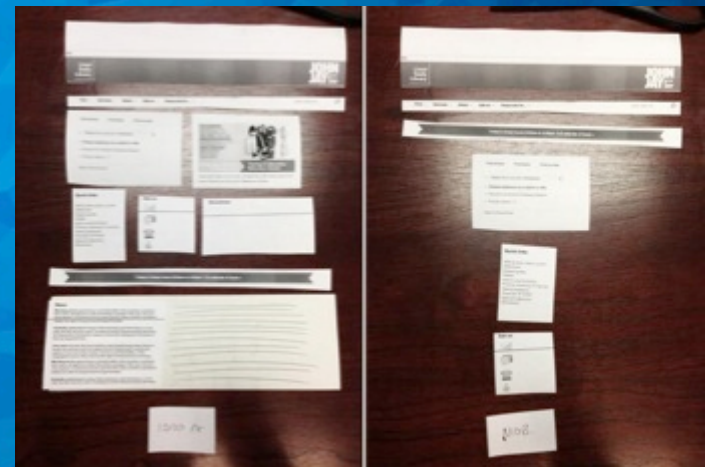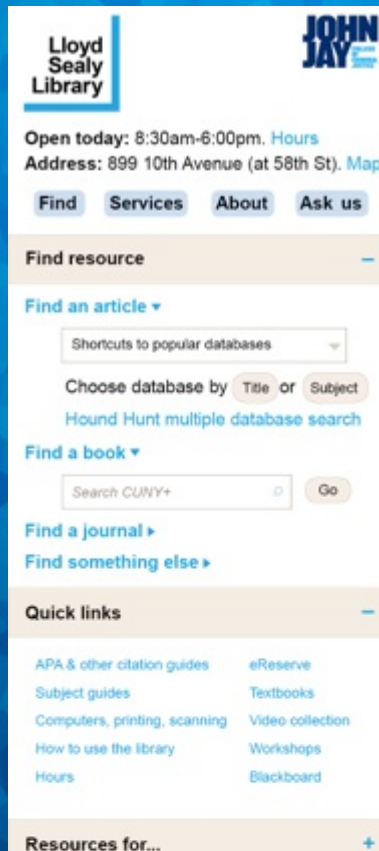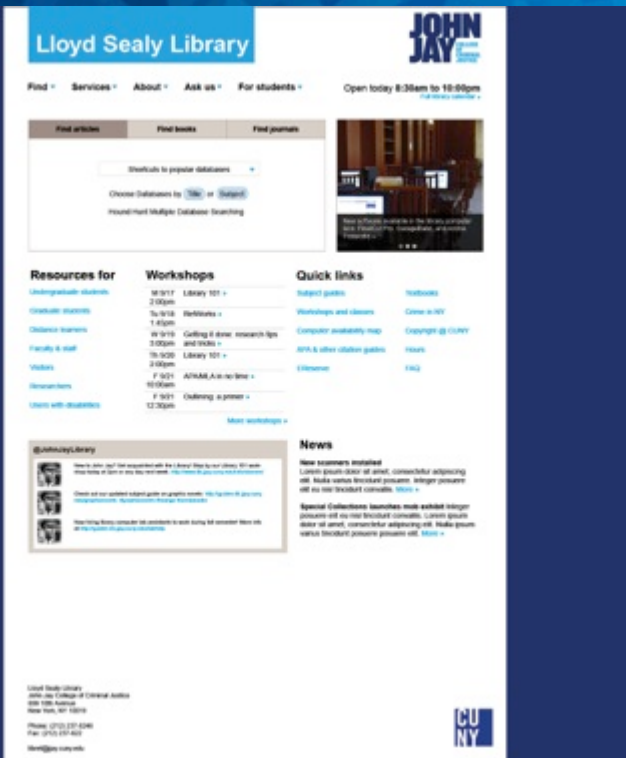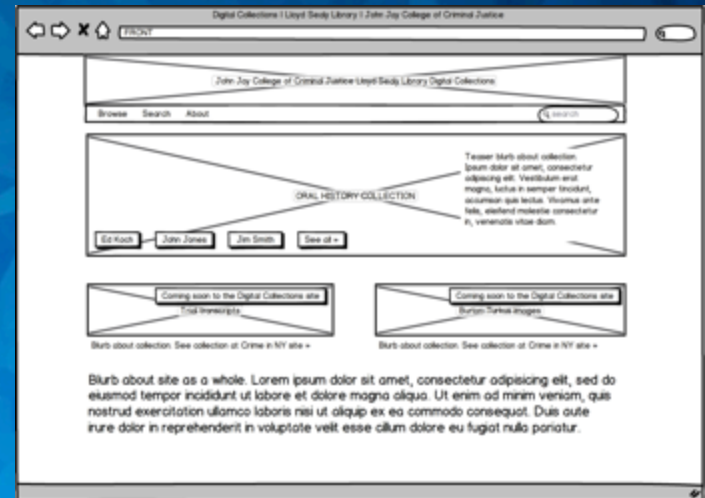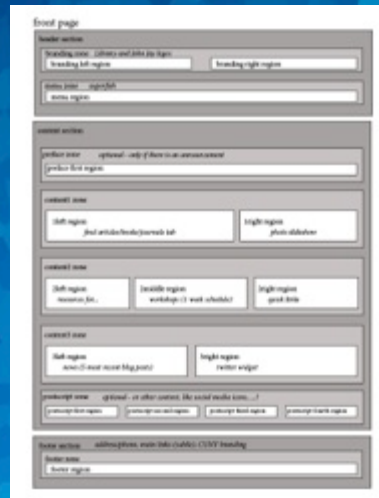
Psst—useful tool: Balsamiq
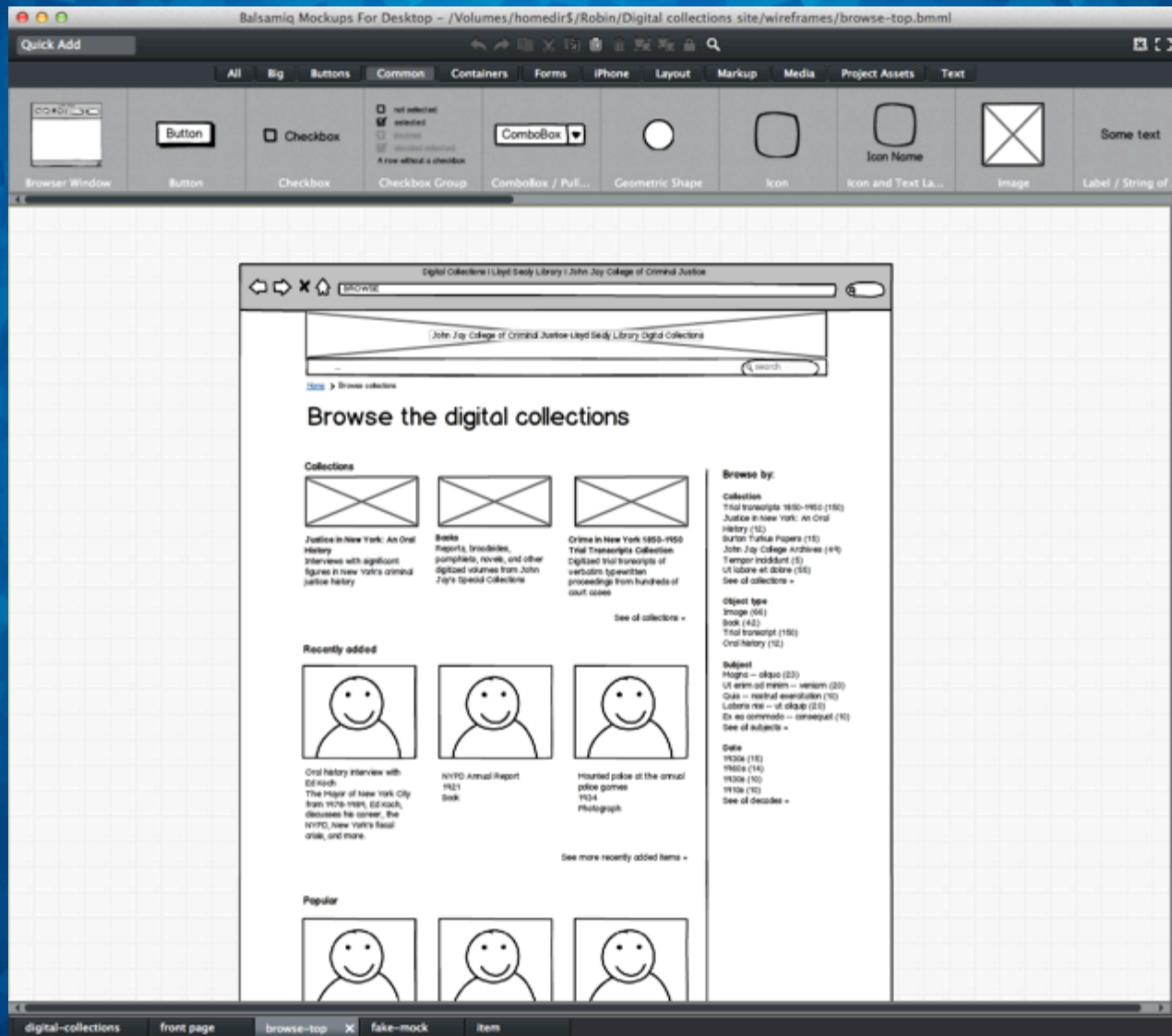
Usability

Grad student script

1. Introduce yourself. Make the participant comfortable. Ask about what they study. Explain in plain language how the study works and why we're doing it.
2. Have you ever had a reading on eReserve? (yes/no) Show me how you would get there.
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
3. Let's pretend that your professor has asked you to write a short summary of Strain Theory in sociology, and she wants you to use at least one peer-reviewed article. Use the resources you usually use to complete this task.
   a. How easy was finding what peer-reviewed means?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
   b. How easy was finding an article on your topic?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
4. You have this citation on your syllabus. Where can you find this article?
   > Suggs, Jon-Christian. "African American Literature and the Law." *Studies in Law, Politics, and Society* 43 (2008): 153-72.

   How easy was finding this article?
        hard 1   2   3   4   5   **easy**   (circle)
5. Your professor tells you to find the library's guide to International Criminal Justice resources, but doesn't give you a link. How would you find it?
   a. How easy was finding the subject guide?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
6. Can you tell me what time the library closes today?
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
7. Have you ever heard of RefWorks? If your adviser recommended you use it, where would you find more information about it?
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
8. Have you heard of interlibrary loan? Please show me how you would find the interlibrary loan page on the library's website.
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
9. Now I'll ask a few questions about your library experience.
   a. Do you ever use the library website on a mobile device?   **yes**   **no**

Faculty script

1. Introduce yourself. Make the participant comfortable. Ask what department the[y] and whether they are full-time faculty or not. Explain in plain language how the works and why we're doing it.
2. Let's say you want to book a library instruction session for your class. Show m you'd do this.
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
3. Now you want to upload readings onto eReserves. Show me how you would d
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
4. A colleague recommended you read an article and gave you this citation. Sho you'd find it.
   > Suggs, Jon-Christian. "African American Literature and the Law." *Studi Politics, and Society* 43 (2008): 153-72.

   How easy was finding this article?
        hard 1   2   3   4   5   **easy**   (circle)
5. Each department and program has a librarian liaison. How would you go about who your liaison is?
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
6. If you are looking for help on preparing your Form C and learning about article tools, where would you look on the web site?
   a. How easy was it to find this information?
      i. **hard** 1   2   3   4   5   **easy**   (circle)
7. Now I'll ask a few questions about your library experience.
   d. Do you ever use the library website on a mobile device?   **yes**   **no**
   e. Have you ever used an ebook from the library website?   **yes**   **no**
   f. Have you ever watched streaming video from the library website? **yes**
8. Let's debrief. Tell me what you think of the tasks you did today and your though on the library website. What do you love? What bugs you?

Usability

	Average for all	n=	Average for undergrads	Averages for faculty	Averages for site A	Averages for site B	RCD2	KC1	KC2	KC3	RCD3 (grad)	RCD1 (fac)	RCD3 (fac)	KC4 (fac)	Notes
Site (A=normal; B=wwwtest)							B	A	B	B	B	A	A	A	
2 - How easy was it to find an eReserve reading?	4.8	5	4.75	n/a	5	4.75	5	5	5	4	5				
3a - How easy was finding what peer-reviewed means?	3.33	3	3.33	n/a	4	3		4	4	2					
3b - How easy was finding a peer-reviewed article on this topic? (online)	3.67	3	3.67	n/a		3.67	3		5	3					
4 - How easy was finding this article (print only)?	2.43	4	2.25	2.67	3.25	1.33	1	5	1	2		4	2	2	more students used B
5 - How easy was finding the subject guide?	4.5	4	4.5	n/a	4	4.67	5	4	5	4					
6 - How easy was it to find out when the Library closes today?	4.75	4	4.75	n/a	4	5	5	4	5	5					
7 - How easy was it to find a text book call number?	4.5	4	4.5	n/a	5	4.33	5	5	3	5					
8 - How easy was it to find APA citation examples?	4.5	4	4.5	n/a	5	4.33	5	5	5	3					
9a - Do you ever use the library website on a mobile device?	1 out of 8	8	no	no			yes (ipad)	no	no	no	no	no	no	no	
9b - Have you ever used an ebook from the library website?	4 out of 8	8	no	yes			no	no	no	no	yes	yes	yes	yes	
9c - Have you ever watched streaming video from the library website?	1 out of 8	8	no	no			no	no	no	no	yes	no, but interested	no, but interested	no, but interested	
2 - How easy was it to find class request info? (faculty)	4.17	3	n/a	4.17	3.75	5						5	3.5	4	
3 - How easy was it to find how to upload eReserve readings? (faculty)	3.67	3	n/a	3.67	5	1						1	5	5	
5 - How easy was finding your dept liaison? (faculty)	4.5	2	n/a	4.5	4.5								4	5	
6 - How easy was it to find info about citation tools? (faculty)	2.5	2	n/a	2.5	2.5								3	2	

Results guide changes & justify decisions

Details & trends

Responsive design

- Website design is based on a flexible grid
- Content rearranges to respond to viewing device
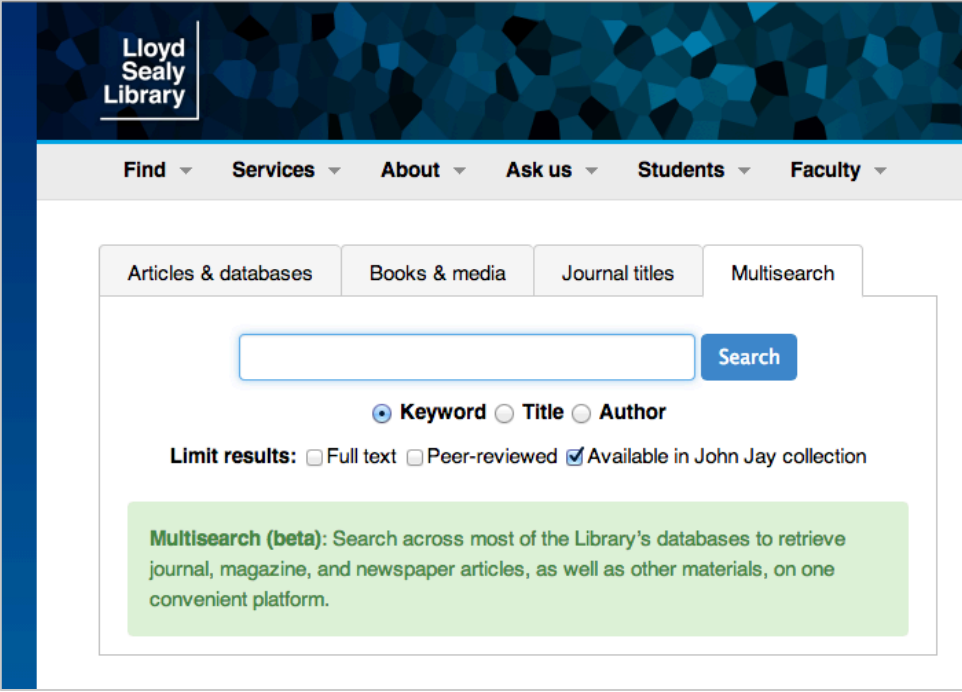- No need to maintain a separate mobile site

Psst—useful tool: BrowserStack

Detail: Bootstrap-styled forms

- **Form styling from ready-made CSS**
- **Looks like the rest of the (recent) web**

Detail: flat icons
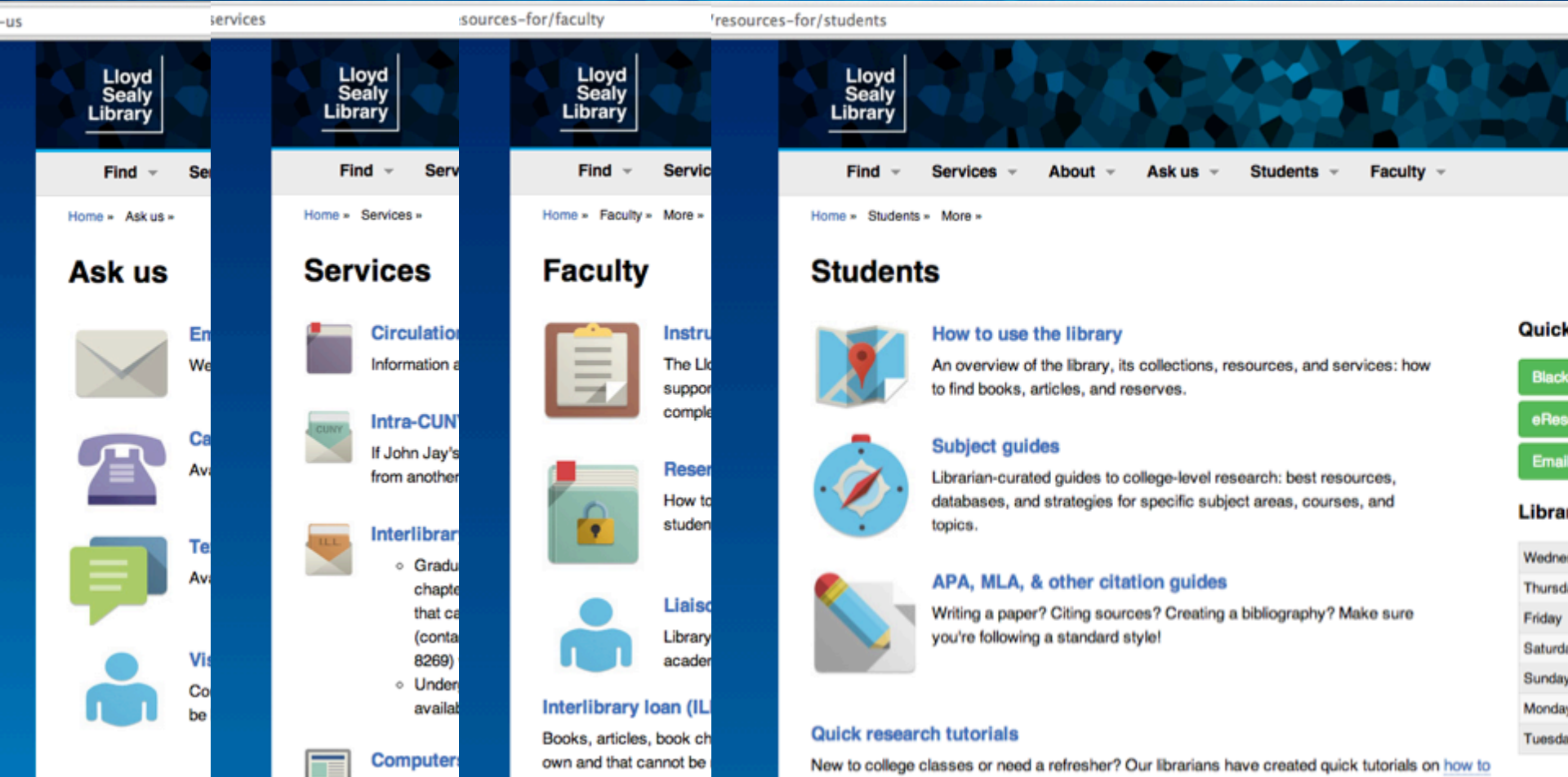
- Current hot look of the web: flat design
- Icons give a pop of fresh color

SEO

Constant vigilance!

SEO: YIKES!

Search results, 2012:

* Recreation. I was too traumatized at the time to take a screenshot. It was definitely that photo though. Omg.

SEO: taking control

Search results, 2013:

SEO: taking control

Items we created or control:

SEO: content creation

From Wikipedia to the Lloyd Sealy Library - Emerging Tech in Libraries
emerging.commons.gc.cuny.edu/.../from-wikipedia-to-the-lloyd-sealy-li... ▾
Apr 22, 2013 - From Wikipedia to John Jay. Guiding researchers to our resources from
within Wikipedia articles. In March, a blog post by John Mark ...

Lloyd Sealy Library - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Lloyd_Sealy_Library** ▾
The **Lloyd** George **Sealy Library** is the campus **library** at John Jay College of Criminal
Justice, City University of New York. Located in Haaren Hall, the **library** ...

Lloyd Sealy - Wikipedia, the free encyclopedia
en.wikipedia.org/wiki/**Lloyd_Sealy** ▾
On December 4, 1991, the library at John Jay was renamed the **Lloyd Sealy Library** in
his honor. The Special Collections there house his personal papers, ...

Lloyd Sealy Library (JohnJayLibrary) on Twitter
https://twitter.com/JohnJay**Library** ▾
The latest from **Lloyd Sealy Library** (@JohnJayLibrary). The Library of John Jay
College of Criminal Justice, City University of New York. New York, NY.

Lloyd Sealy Library Tour, John Jay College - YouTube
www.youtube.com/watch?v=2emgF8XKVN4
Aug 28, 2009 - Uploaded by LloydSealyLibrary
Curious George 2013 Full Episodes English (Full
Movie)NewCartoon20133,090,509 views · 11:23. Watch ...
▶ 5:27

Lloyd Sealy Library - Foursquare
https://foursquare.com/user/41813827 ▾
20 places including John Jay College of Criminal Justice, **Lloyd Sealy Library**, John
Jay College of Criminal Justice, John Jay College - New Building, John Jay ...

Flickr: **Lloyd Sealy Library**, John Jay College's Photostream
www.flickr.com/photos/90305861@N02/ ▾
What does a life well-lived look like? See one example in our biographical exhibit
celebrating **Lloyd** George **Sealy** on the **library's** lower level. #johnjaycollege ...

John Jay College of Criminal Justice, **Lloyd Sealy Library** : Free ...
archive.org › Ebook and Texts Archive › American Libraries ▾
One of the **libraries** of the City University of New York, the **Lloyd** George **Sealy**
Library of the John Jay College of Criminal Justice is contributing digital content to ...

Lloyd Sealy Library | Facebook
https://www.facebook.com/media/set/?set=a.10152623905250472... ▾
It's summertime! We've got some great summer ebooks available to you from anywh
From our Special Collections: NYPD jiu-jitsu training, 1915 More photos ...

Web   Images   Maps   Shopping   More ▾   Search tools   SafeSearch ▾

SEO: social <meta/>

```
15  <meta name="description" content="The Lloyd Sealy Library is central to the
    educational mission of John Jay College of Criminal Justice. With over 500,000
    holdings in social sciences, criminal justice, law, public administration, and
    related fields, the Library's extensive collection supports the research needs of
    students, faculty, and criminal justice agency personnel."/>
16  <meta name="keywords" content="john jay library, Lloyd Sealy Library, sealy
    library, criminal justice, library, crime, history, new york, nyc"/>
17  <meta property="og:title" content="Lloyd Sealy Library at John Jay College of
    Criminal Justice"/>
18  <meta property="og:type" content="website"/>
19  <meta property="og:locale" content="en_US"/>
20  <meta property="og:site_name" content="Lloyd Sealy Library at John Jay College of
    Criminal Justice"/>
21  <meta property="og:description" content="The Lloyd Sealy Library is central to the
    educational mission of John Jay College of Criminal Justice. With over 500,000
    holdings in social sciences, criminal justice, law, public administration, and
    related fields, the Library's extensive collection supports the research needs of
    students, faculty, and criminal justice agency personnel."/>
22
```

og = OpenGraph = makes a site look good when shared on social networks

To review:

◆ **Brand consistently across entire web presence — and offline, too**

◆ **Follow web standards and usability best practices**

◆ **Observe and consider using web trends, e.g. responsive design, form styling, flat icons**

◆ **Pay constant attention to SEO; create content in other online venues**

Mentioned in this talk:

◆ **Drupal 7**—robust CMS used for Lloyd Sealy Library website

◆ **Git**—version control system

◆ **Bootstrap 3.0**—ready-made website elements, incl. forms

◆ **Balsamiq**—sketchy mockup software ($79)

◆ **Responsive design**—see *A List Apart* for more

◆ **BrowserStack**—see your site on different platforms (30 min free)

◆ **Pixeden**—makers of free **flat design** icon sets

◆ **OpenGraph**—social-friendly SEO elements

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Emerging Technologies & Distance Services Librarian

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Slides available online:

robincamille.com/presentations