

Refining our web presence

Marketing Our Libraries • LACUNY Reference Roundtable
27 September 2013

Robin Camille Davis

Emerging Technologies & Distance Services Librarian
Lloyd Sealy Library, John Jay College of Criminal Justice

What this talk covers

- ◆ Rebranding our wordmark
- ◆ Redesigning our website
- ◆ Details & trends
- ◆ SEO

Rebranding



Lloyd Sealy Library

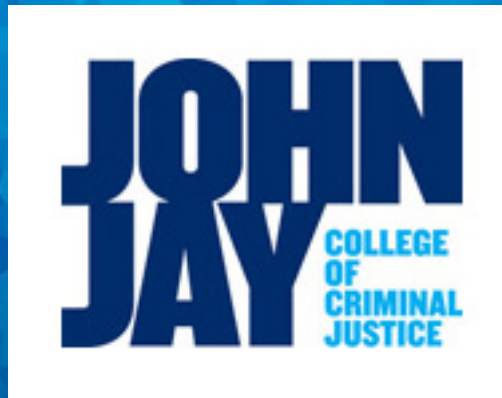
John Jay College of Criminal Justice



JOHN JAY COLLEGE
THE CITY UNIVERSITY OF NEW YORK
OF CRIMINAL JUSTICE

Previous library wordmark & college logo

Lloyd
Sealy
Library



Updated library wordmark & college logo

Variations

Lloyd
Sealy
Library

Lloyd
Sealy
Library

Lloyd
Sealy
Library

Lloyd
Sealy
Library

Lloyd
Sealy
Library

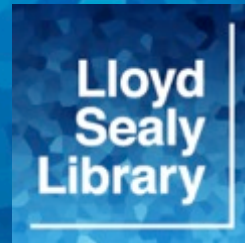
Lloyd
Sealy
Library

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Lloyd
Sealy
Library



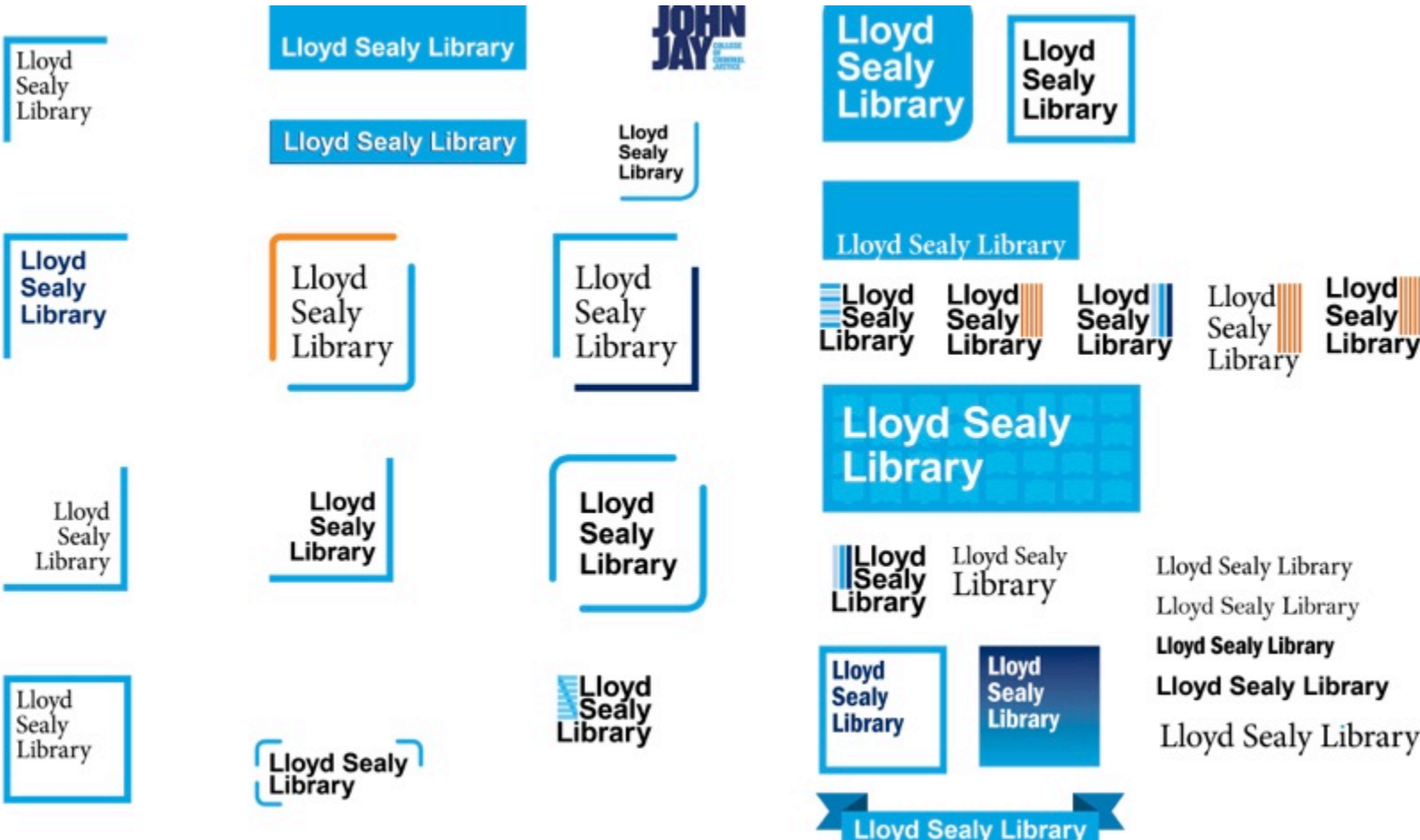
Process

SCHEME			
7665 260 0 0 5 0 145 227	2766 100 76 0 44 0 45 145	Black 0 0 0 100 35 35 35	PMS CMYK RGB
442 10 4 0 2 204 222 240	2768 26 10 0 0 143 200 237	454 0 0 20 4 246 241 205	607 0 2 48 17 220 206 174
warm gray 3 0 4 8 17 210 207 198	400 0 12 15 43 157 142 133	509 14 0 10 6 204 224 238	623 32 0 24 10 157 200 186

LOGO		
Cyan 100 0 0 0 0 176 250	2766 100 76 0 44 0 45 145	White 0 0 0 0 255 255 255

JOHN JAY

COLLEGE OF CRIMINAL JUSTICE



The Library serves as the gateway to the world of criminal justice and related information. We collect extensively and comprehensively in criminal justice and related areas of public safety and public service. Our collections are an indispensable resource for the worldwide Criminal Justice community. We provide scholars with access to our Library and selected materials to other institutions both in the US and abroad.



- Double level Escalators
- Square reference desk
- Chairs with high backs
- Access
- Criminal justice resources
- Icons? Books, computers, printers

Consistent web presence

The image shows a screenshot of the John Jay College Library's Facebook page. The page header features a blue square logo with the text "Lloyd Sealy Library" and a background image of a library interior. Below the header, the page name "John Jay College Library" is displayed, along with 724 likes and 5 recent posts. The page includes a "College & University - Library" category, address (899 Tenth Avenue, New York, NY 10019), and phone number ((212) 237-8246). Navigation tabs for "About", "Photos", "Likes", "Map", and "Videos" are visible. A "Highlights" dropdown menu is located below the navigation tabs. The main content area shows a "Write something..." text box with a "Post" button. Below this, a post from "John Jay College Library" dated September 3 is visible, featuring a blue logo and text about a special collection. To the right, a "Recommendations" section shows a star rating and a question "What do you think about this place?" with user comments from Eddie Ruiz and Kelz Di.

Lloyd Sealy Library

John Jay College Library
724 likes · 5 talking about this · 1,114 were here

College & University · Library
899 Tenth Avenue, New York, New York 10019
(212) 237-8246
[Add Your Hours](#)

About Photos Likes Map Videos

Highlights

Status Photo / Video Offer, Event +

Write something... [Post](#)

Lloyd Sealy Library John Jay College Library
September 3

From our Special Collections: Instructing members of the Woman's Motor Corps in the use of the fire arm (NYPD, 1918).
Source: New York (N.Y.) Police Department, Annual Report (1918), page 108. See full text at

Recommendations [See All](#)

★★★★★
What do you think about this place?

Eddie Ruiz
I used to work in the library while attending John Jay.
about 8 months ago

Kelz Di

Consistent web presence

Instagram Log in

johnjaylibrary ·
John Jay Library — Lloyd Sealy Library, John Jay College of Criminal Justice, New York, NY <http://www.lib.jjay.cuny.edu/>

40 posts 36 followers 21 following

September 2013

August 2013

June 2013

May 2013

Consistent web presence

Lloyd Sealy Library
@JohnJayLibrary
The Library of John Jay College of Criminal Justice, City University of New York
New York, NY · lib.jjay.cuny.edu

464 TWEETS 43 FOLLOWING 264 FOLLOWERS [Follow](#)

Follow Lloyd Sealy Library

Full name
Email
Password
[Sign up](#)

Photos and videos

Tweets

Lloyd Sealy Library @JohnJayLibrary 17 Sep
Doing research on prison history? See our subject guide to 'NY Prisons & Jails: Historical Research' guides.lib.jjay.cuny.edu/NYPrisons
Expand

Lloyd Sealy Library @JohnJayLibrary 12 Sep
Library 101 workshop today at 2pm! Quick intro to library services.
No sign-up necessary; just meet at the Reference Desk upstairs.
Expand

City of New York @nyogov 9 Sep
The #NYCPrimary Election is tomorrow! Find your polling place and learn more about your candidates: nycvotes.org #NYC2013
Retweeted by Lloyd Sealy Library
Expand

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

This screenshot shows the old website design for Lloyd Sealy Library. The layout is cluttered with a large yellow navigation bar on the left containing a list of links like 'Find Books & More', 'Find Articles', 'Reserves', etc. The main content area is divided into several sections: 'Library Hours' with a table of operating times, 'New & Noteworthy' with a list of services, and a central search area with tabs for 'Find Articles', 'Find Books', 'Find Journals', and 'Help/Contact Us'. The search area includes a dropdown for 'Shortcuts to Popular Databases' and a 'Hound Hunt Multiple Database Searching' button. The footer contains the John Jay College logo, contact information, and the CUNY logo.

10.1.12.38

Lloyd Sealy Library
John Jay College of Criminal Justice

Tell us how we can improve the Library! >
Library Site Search:

- Find Books & More
- Find Articles
- Reserves
- For Students
- For Faculty
- Research Tools
- Special Collections
- About the Library
- Printing

Library Hours

Mon	Closed
Tue	Closed
Wed	9am — 5pm
Thurs	9am — 5pm
Fri	9am — 5pm
Sat	Closed
Sun	Closed

Holidays & Exceptions >

New & Noteworthy

- Getting Textbooks
- APA & other cite guides
- Workshops
- Subject Guides
- E-Reserve
- Blackboard
- Copyright @ CUNY

Find Articles Find Books Find Journals Help/Contact Us

Shortcuts to Popular Databases

Choose Databases by Subject
Databases A to Z
Hound Hunt Multiple Database Searching

JOHN JAY COLLEGE OF CRIMINAL JUSTICE

John Jay College of Criminal Justice Lloyd Sealy Library
899 10th Avenue New York, NY 10019
Phone: (212) 237-8248 | Fax: (212) 237-8221
lsc@lib.jjay.cuny.edu

CUNY

This screenshot shows the new website design for lib.jjay.cuny.edu. The layout is clean and modern, featuring a dark blue header with the John Jay College logo. A navigation bar includes links for 'Find', 'Services', 'About', 'Ask us', 'Students', and 'Faculty'. The main content area is organized into sections: 'Articles & databases', 'Books & media', 'Journal titles', and 'Multisearch'. A search bar is prominently displayed, and there are quick links for 'APA & MLA citation', 'Subject guides', 'Videos', 'Using the library', 'Print, scan, & copy', 'Getting textbooks', 'Copyright@CUNY', and 'Special Collections'. A 'Quick links' section is also present. The footer includes social media icons and contact information.

www.lib.jjay.cuny.edu

Lloyd Sealy Library

JOHN JAY COLLEGE OF CRIMINAL JUSTICE

Find Services About Ask us Students Faculty

Search library site

Articles & databases Books & media Journal titles Multisearch

Today's hours: 8:30am to 10:00pm. >

Quick links

- APA & MLA citation eReserves
- Subject guides Videos
- Using the library Print, scan, & copy
- Getting textbooks Copyright@CUNY
- Special Collections Blackboard

Upcoming workshops

Print, Copy, and Scan	2:00pm	Sep. 18
Find Your Course Readings	5:30pm	Sep. 18
Library 101	2:00pm	Sep. 19
Find Your Course Readings	2:00pm	Sep. 20
Library 101	2:00pm	Sep. 23
Library 101	5:30pm	Sep. 23

More 30-minute workshops >

Connect with us

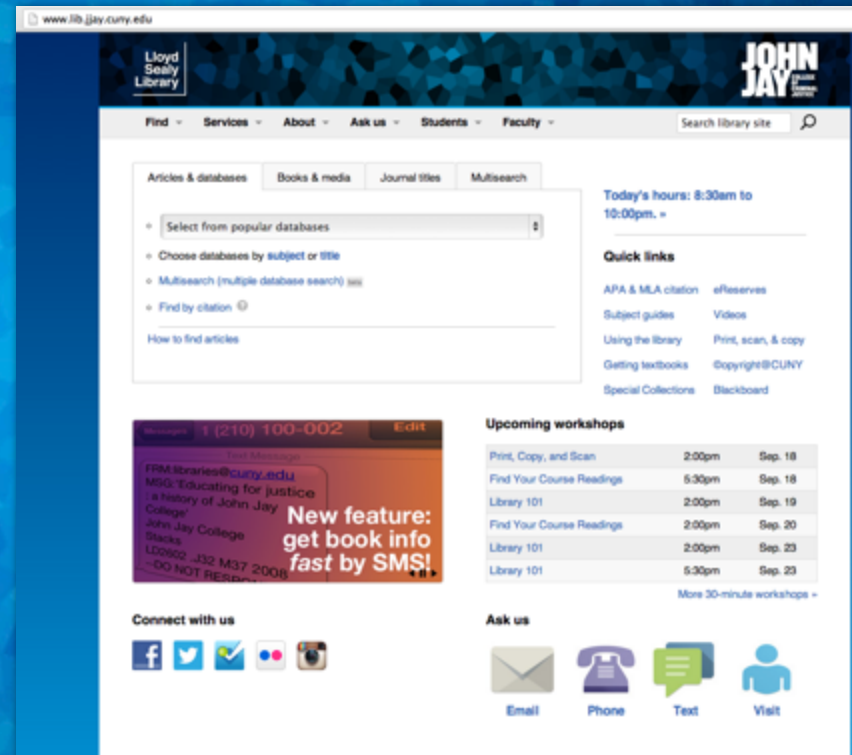
Email Phone Text Visit

lib.jjay.cuny.edu

lib.jjay.cuny.edu

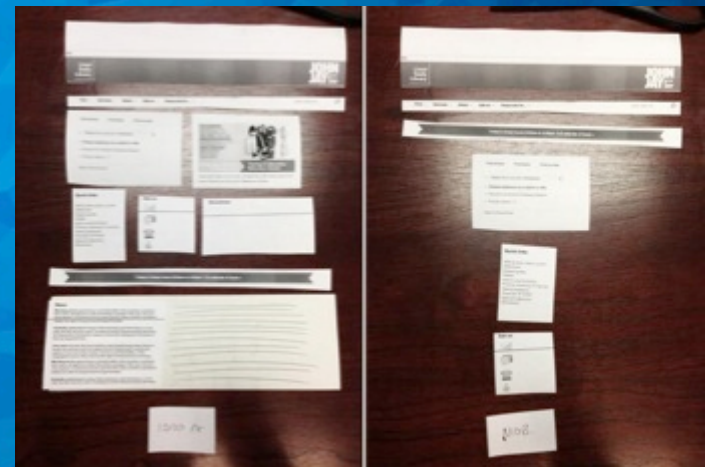
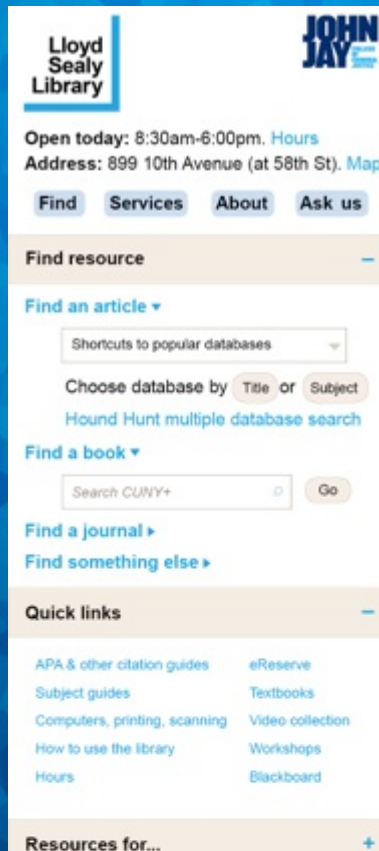
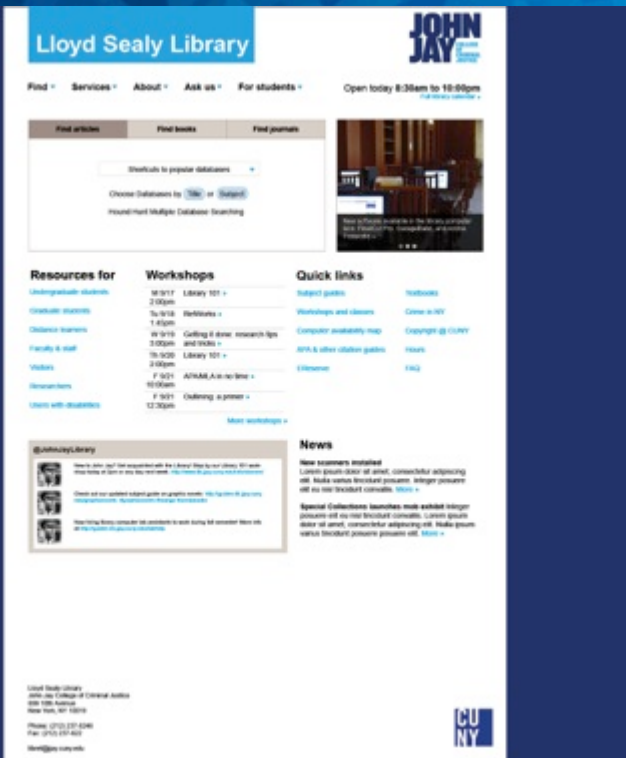
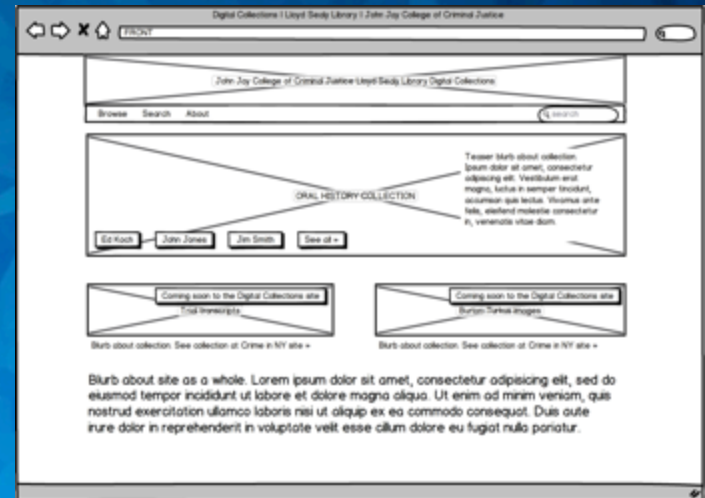
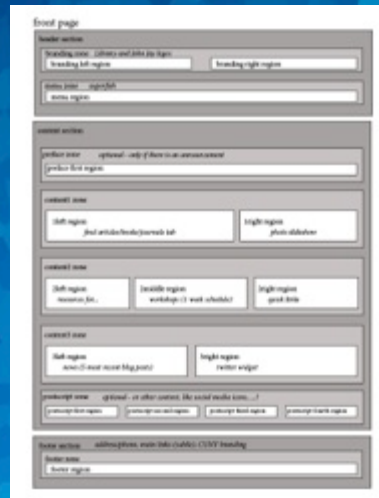
Website redesign & migration

- ◆ 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

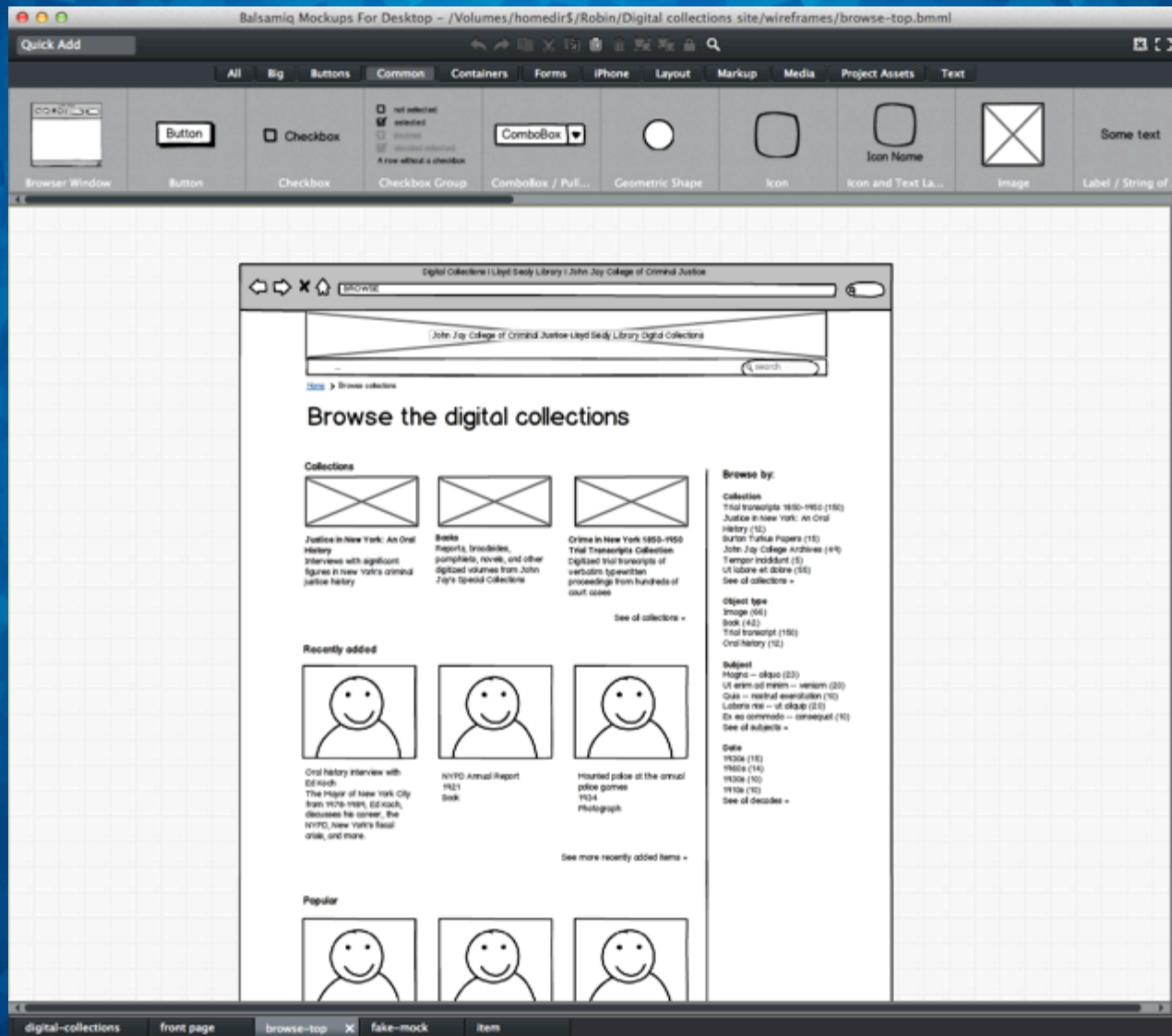


Process

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 they are and whether they are full-time faculty or not. Explain in plain language how the study works and why we're doing it.
2. Let's say you want to book a library instruction session for your class. Show me how 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 do this.
 - 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. Show me how you'd find it.

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. Each department and program has a librarian liaison. How would you go about finding 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 databases, 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 no**
8. Let's debrief. Tell me what you think of the tasks you did today and your thoughts on the library website. What do you love? What bugs you?

Usability

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1		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
2	Site (A=normal; B=wwwtest)							B	A	B	B	B	A	A	A	
3	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				
4	3a - How easy was finding what peer-reviewed means?	3.33	3	3.33	n/a	4	3		4	4	2					
5	3b - How easy was finding a peer-reviewed article on this topic? (online)	3.67	3	3.67	n/a		3.67			5	3					
6	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
7	5 - How easy was finding the subject guide?	4.5	4	4.5	n/a	4	4.67	5	4	5	4					
8	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					
9	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					
10	8 - How easy was it to find APA citation examples?	4.5	4	4.5	n/a	5	4.33	5	5	5	3					
11	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	
12	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	
13	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	
14	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	
15	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	
16	5 - How easy was finding your dept liaison? (faculty)	4.5	2	n/a	4.5	4.5								4	5	
17	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

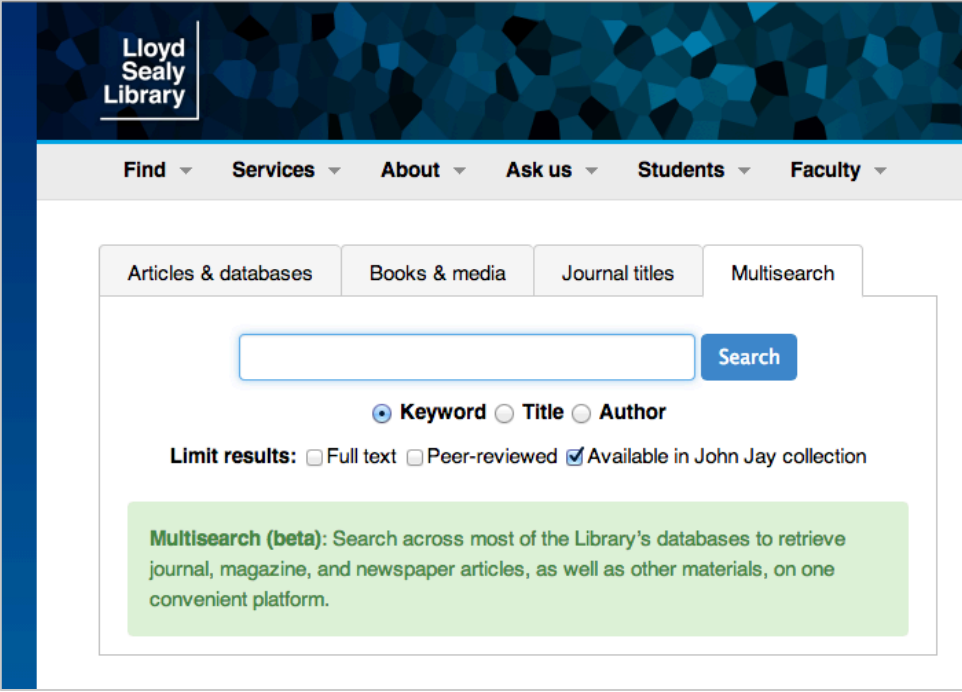
Psst—useful tool: BrowserStack

The image shows the BrowserStack website interface. At the top, the navigation bar includes the BrowserStack logo, the word "LIVE", and menu items for "AUTOMATE", "SCREENSHOTS", and "RESPONSIVE". On the right side of the navigation bar are links for "PRICING", "DOCS", "HELP", and "ACCOUNT".

The main content area is divided into two sections. On the left, there is a control panel for the mobile emulator. It shows the selected platform as "Android" and the device as "Samsung Galaxy S III". There is an "Update" button and two icons for "Full Screen" and "Load Speed". Below this is a "Local Testing" section with a brief description: "Test your local server or HTML designs in our remote browser." It offers two options: "Web tunnel" and "Command line".

The right section of the main content area displays a mobile emulator window titled "emulator64-arm Window". The emulator shows a Samsung Galaxy S III device with a screen displaying the "Lloyd Sealy Library" website. The website content includes a header with "JOHN JAY" and "Lloyd Sealy Library", a navigation menu with "Find Services About Ask us", and a search section with "Students Faculty" and "Articles & databases Books & media Journal titles Multisearch". There are also search filters like "Select from popular databases", "Choose databases by subject or title", "Multisearch (multiple database search)", and "Find by citation". At the bottom of the website, it says "Today's hours: 8:30am to 10:00pm. >". The background of the emulator window is a space-themed image of a galaxy.

Detail: Bootstrap-styled forms



The screenshot displays the search interface of the Lloyd Sealy Library. At the top left, the library's name is shown in a white box. A navigation bar contains links for Find, Services, About, Ask us, Students, and Faculty. Below this, there are four tabs: Articles & databases, Books & media, Journal titles, and Multisearch. A search form is centered, featuring a text input field and a blue Search button. Below the input field, there are radio buttons for Keyword (selected), Title, and Author. Underneath, the 'Limit results' section includes checkboxes for Full text, Peer-reviewed, and Available in John Jay collection (checked). A green callout box at the bottom explains the Multisearch (beta) feature.

Lloyd Sealy Library

Find Services About Ask us Students Faculty

Articles & databases Books & media Journal titles Multisearch

Search

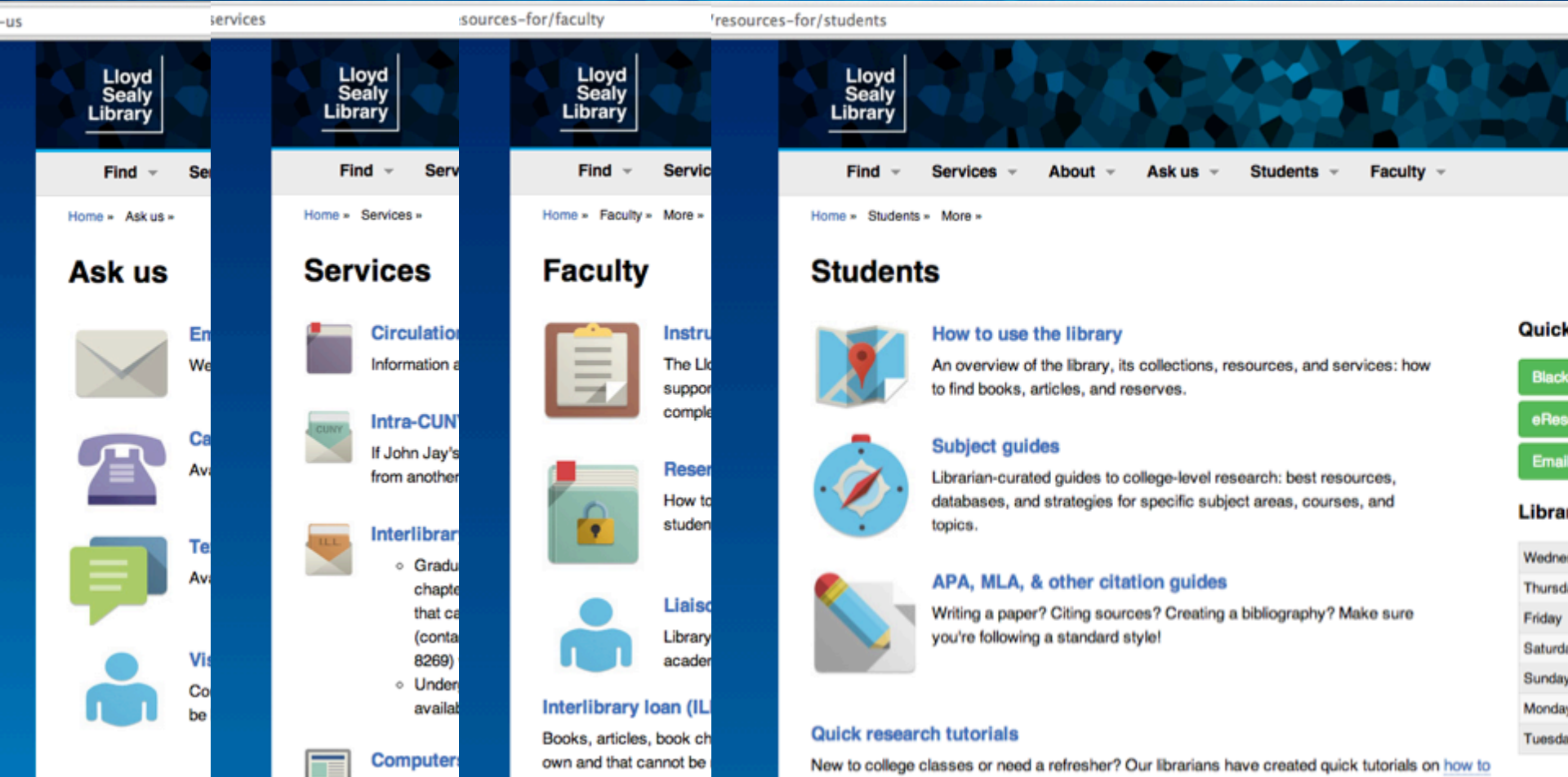
Keyword Title Author

Limit results: Full text Peer-reviewed Available in John Jay collection

Multisearch (beta): Search across most of the Library's databases to retrieve journal, magazine, and newspaper articles, as well as other materials, on one convenient platform.

- 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:

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google Lloyd Sealy Library

Web Images Maps Shopping Videos More Search tools

About 262,000 results (0.25 seconds)

[Home | Lloyd Sealy Library at John Jay College of Criminal Justice | www.lib.jjay.cuny.edu/](#) Find Find articles Databases A-Z Databases by subject Journals by title How to find articles Books & Media CUNY+ WorldCat Ebooks Video collection... Google+ page · Be the first to review

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[Hours](#)
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[More results from cuny.edu »](#)

[How to brief a case](#)
Please note: eReserves is not compatible with the Internet ...

[Criminal justice databases](#)
Using computers in the library. Where can you type a paper ...

[Today's hours](#)
8:30am to 10:00pm. 8:30am to 10:00pm. 8:30am to 6:00pm. 10 ...



Lloyd Sealy Library

Directions Be the first to review

Address: 899 10th Ave, New York, NY 10019
Phone: (212) 237-8246
Hours: Thursday 8:30 am – 10:00 pm - See all

Reviews
Be the first to review

More reviews: [answerme.org](#), [pagespan.com](#)


Are you the business owner? Feedback

[John Jay College of Criminal Justice / Lloyd George Sealy Library](#)
[andromeda.rutgers.edu/~wcjlen/WCJ/directory/dir60.htm](#) Other Services, Extensive **Lloyd Sealy Library** website available at [www.lib.jjay.cuny.edu](#). Inter-Library Loan Policy, All ILLs are free. Only criminal justice ...

[Lloyd Sealy Library, John Jay College of Criminal Justice - Google ...](#)
[maps.google.com/maps/ms?ie=UTF8&oe=UTF8&msa=0...](#)
Dec 14, 2012 - Find local businesses, view maps and get driving directions in Google Maps.

[Lloyd Sealy Library \(JohnJayLibrary\) on Twitter](#)
[https://twitter.com/JohnJayLibrary](#)
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
4:13. Watch Later Send In the Clowns - Glenn Closeby



* 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:

+You **Search** Images Maps Play YouTube News Gmail Drive Calendar More -


Google Lloyd Sealy Library

Web Images Maps Shopping Videos More Search tools

About 262,000 results (0.25 seconds)

[Home | Lloyd Sealy Library at John Jay College of Criminal Justice | www.lib.jjay.cuny.edu/](#) 

The Lloyd Sealy Library is central to the educational mission of John Jay College of Criminal Justice. With over 500000 holdings in social sciences, criminal ...
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[Students](#)
Using computers in the library. Where can you type a paper ...


[Hours](#)
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[Today's hours](#)
8:30am to 10:00pm. 8:30am to 10:00pm. 8:30am to 6:00pm. 10 ...


[More results from cuny.edu »](#)

[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/JohnJayLibrary> 

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
4:13. Watch Later Send In the Clowns - Glenn Closeby



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Phone: (212) 237-8246
Hours: Thursday 8:30 am – 10:00 pm - [See all](#)


Reviews


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More reviews: [answerme.org](#), [pagespan.com](#)

[Are you the business owner?](#) [Feedback](#)

See results about

 [Lloyd Sealy Library](#)
The Lloyd George Sealy Library is the campus library at John Jay College of Criminal Justice, City ...

 [Lloyd Sealy](#)
Police officer
Lloyd George Sealy was the NYPD's first African American officer to graduate from the FBI National ...

SEO: taking control

Items we created or control:

+You Search Images Maps Play YouTube News Gmail Drive Calendar More -

Google Lloyd Sealy Library

Web Images Maps Shopping Videos More Search tools

About 262,000 results (0.25 seconds)

Home | Lloyd Sealy Library at John Jay College of Criminal Justice
www.lib.jjay.cuny.edu/ -
The Lloyd Sealy Library is central to the educational mission of John Jay College of Criminal Justice. With over 500000 holdings in social sciences, criminal ...
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Amnesty International Library. Makes available the text of ...

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Hours. Home · About; Calendar.
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Reserves
Please note: eReserves is not compatible with the Internet ...

Students
Using computers in the library. Where can you type a paper ...

Today's hours
8:30am to 10:00pm. 8:30am to 10:00pm. 8:30am to 6:00pm. 10 ...

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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/JohnJayLibrary -
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=2emgF8XKN4
Aug 28, 2009 - Uploaded by LloydSealyLibrary
4:13. Watch Later Send In the Clowns - Glenn Closeby

Lloyd Sealy Library
See photos



Lloyd Sealy Library

Directions Be the first to review

Address: 899 10th Ave, New York, NY 10019
Phone: (212) 237-8246
Hours: Thursday 8:30 am – 10:00 pm - See all
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Lloyd Sealy Library
The Lloyd George Sealy Library is the campus library at John Jay College of Criminal Justice, City ...

Lloyd Sealy
Police officer
Lloyd George Sealy was the NYPD's first African American officer to graduate from the FBI National

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](#)

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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 ...

[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...> ▾

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fast by SMS!

Test preparation
Civil service exams
US Citizenship exam
GRE, GMAT, LSAT prep
Grad school preparation
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Scholarships search
Career preparation
Resume builder
Career library
Cover letters

Bring your education to the next level!

Testing & Education Reference Center



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

Contact info:

Robin Camille Davis

@robincamille • robdavis@jjay.cuny.edu

Emerging Technologies & Distance Services Librarian

Lloyd Sealy Library, John Jay College of Criminal Justice

Slides available online:

robincamille.com/presentations