

# Web Presence Checklist | Draft: July 27, 2010

Library Name: \_\_\_\_\_

Web Address: \_\_\_\_\_

Date of Assessment: \_\_\_\_\_

## Section 1: Basic Information

**Q1:** Is basic contact information noted on the homepage?: *(Check all that apply)*

- Phone Number
- Physical Address
- General contact email address
- Director's e-mail address
- Media contact person (email/phone)
- Webmaster email
- Hours of Operation

**Q2:** Does the library provide location information?: *(Check all that apply)*

- Directions and/or map
- Parking information
- Photo of the library building with a caption

**Q3:** Is there a list of current board members?

- Yes
- No

**Q4:** Are the library board meeting dates listed on the web site? *(Check all that apply)*

- Yes, on the calendar
- Yes, on a separate listing
- No

**Q5:** Is there information about how members are recruited / elected to the board of trustees?

- Yes
- No

**Q6:** Are any library policies linked on the web site? *(looking for those that deal with patrons in the library: getting a library card, loan periods, patron code of conduct, computer use, unattended children, use of meeting room)*

- Yes
- No

**Q7:** Does the library provide information about volunteer opportunities?

- Yes
- No

**Q8:** Is there information about how to make a donation to the library? (check all that apply)

- Yes, how to make financial donations
- Yes, how to make book donations
- No

**Q9:** If the library has a Friends Group, do the Friends have a presence on the library's web site?

- Yes
- No
- Library does not have a Friends Group

**Q10:** Is the library's Mission Statement posted on the web site?

- Yes
- No

**Q11:** Is there a welcome message from the Director?

- Yes
- No

**Q12:** Is the library's latest Annual Report to the Community posted on the web site?

- Yes
- No

**Q13:** Is there an area for current "New" information? (check all that apply)

- Yes, in a section of the homepage
- Yes, by a link to a news blog
- Yes, by a link to a newsletter
- No

## Section 2: Access to Services / Products

**Q14:** Is there a keyword search box for the online catalog on the home page?

- Yes
- No

**Q15:** Is there a link for patrons to log-in to their record (in the online catalog) from the home page?

- Yes
- No

**Q16:** Is there a link to **HOMEACCESS** on the homepage?

- Yes
- No

**Q17:** Are individual databases promoted on the web site? (for example: HeritageQuest, Practice Tests)

- Yes
- No

**Q18:** Is Quick Answers [<http://midhudson.org/answers/>] advertised on the web site?

- Yes
- No

**Q19:** Is the Digital Download Center (Overdrive/downloadable audiobooks) advertised on the web site?

- Yes
- No

**Q20:** Is the Kids' Catalog [<http://gigcat.midhudson.org:90/search~S2>] advertised on the web site?

- Yes
- No

**Q21:** Is Kids' Port [<http://kidsport.midhudson.org/>] advertised on the web site?

- Yes
- No

**Q22:** Does the library provide links to community information? (local government, community organizations)

- Yes
- No

**Q23:** Does the library provide useful links to state government resources? (tax forms, voter registration)

Yes

No

### Section 3: Access to Programs

**Q24:** Is there a calendar of events on the web site? (check all that apply)

- Yes, with events for patrons of all ages
- Yes, with online registration for events
- Yes, with meetings happening at the library but run by outside groups
- No

**Q25:** Is there information about children's services?

- Yes
- No

**Q26:** Is there information about YA/Teen services?

- Yes
- No

**Q27:** Are there resources for Spanish-speaking patrons in Spanish?

- Yes
- No

## Section 4: Interactivity

**Q28:** Is there a “virtual suggestion box” on the site?

- Yes
- No

**Q29:** Does the library provide a way for patrons to send in reference question through the web site (ex: “Ask a librarian”: email, chat, web form)?

- Yes
- No

**Q30:** Does the library have a Facebook page?

- Yes
- No

**Q31:** If yes to above: Is there a link to the library’s Facebook page on their web site?

- Yes
- No

**Q32:** Does the Friends Group have a Facebook page?

- Yes
- No
- Library does not have a Friends Group

**Q33:** If yes to above: Is there a link to the Friends Group’s Facebook page on the library web site?

- Yes
- No

**Q34:** Does the library have a Twitter account?

- Yes
- No

**Q35:** If yes to above: Is there a link to the Twitter account on the web site?

- Yes
- No

## Section 5: Design

**Q36:** Does the site follow the 10 second rule? (A visitor should be able to find a link to the catalog, the location, programs, resources or key personnel in less than 10 seconds from any page on the site.)

- Yes
- No

**Q37:** Is the library's name visible on every page in the header?

- Yes
- No

**Q38:** Is the library contact information (address, phone number and "contact us" link) visible on every page?

- Yes
- No

**Q39:** Is the writing on the web site user centric or library centric?

- User Centric ("what's in it for me," from the patron perspective, is clearly answered)
- Library Centric (focused on the library)

**Q40:** Is any library jargon used? (for example: OPAC, periodical, union catalog)

- Yes
- No

**Q41:** Are there photos of users integrated on the site representing users of all ages?

- Yes
- No

**Q42:** Is there a site map?

- Yes
- No

**Q43:** Is there a search box that searches just the library's web site?

- Yes
- No

**Q44:** Are the fonts, colors and navigation consistent throughout the site?

- Yes
- No

**Q45:** Does the site display well in multiple browsers? (Internet Explorer, Firefox)

Yes

No

**Q46:** Are there any broken links?

Yes

No

**Q47:** Are there typos, spelling errors or grammatical errors?

Yes

No

**Q48:** Is the web site up-to-date? (check for a last updated date in the footer; whether or not program listings are up-to-date)

Yes

No

**Send a test message** to the general email address listed on the site *early on a day when the library is open*:

**Q49:** Did you get a response?

Yes

No

**Q50:** How long did it take to get a response: \_\_\_\_\_

**Q51:** Was the response written and presented professionally?

Yes

No