



10 tips for Optimizing your Web Presence



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Key points..



- o Focus on what you want to achieve
- o Plan & test explicitly & repeatedly
- o Involve others, particularly users
- o Dedicate time on task & reflection
- o Keep a record



Schucha on redesign



- o Analyzing
- o Designing
- o **Implementing**
- o Reviewing
- o Marketing
- o **Maintaining**



1. Get involved in other parts of the information cycle

- o Bibliographies
- o Synthesis
- o Tutorial groups
- o Ethics or grant reviews
- o (Non-library) Conference planning
- o Curriculum planning



- ● ● | 2. Watch those users search and cruise
- Find opportunities to observe your primary user group finding information
- Google generation have surprising troubleshooting and information seeking skills
 - And different concept of information
 - IR not research collection but tool

- ● ● | 3. “Listen” 80%, talk amongst yourselves 20%
- Patrons vs. library staff
- Mix quantitative and qualitative data:
 - Statistics
 - Web
 - Collection
 - Services
 - Surveys
 - Interviews
 - Documentation Reviews



- ● ● | 4. Use strategic planning tools to

Think, plan & implement strategically

- ● ● | One take on strategic thinking
- Reflecting broadly
- External assessment
- Internal assessment
- Purpose or mission development
- Define medium term goals and objectives

● ● ● | The broad view

- Purpose
 - why does your organization exists
 - what it seeks to accomplish
- Core Business
 - main method or activity through which the organizational purpose is achieved
- Values
 - principles or beliefs that guide employees and users

● ● ● | External assessment

- Users
 - Demographics
 - Behaviours
 - Needs
 - Today's
 - Anticipated
- Trends
- Competition
 - Services
 - Target audience

○Strengths
○Weaknesses
○Opportunities
○Threats

● ● ● | Internal assessment

- Beliefs
- Strengths
- Weaknesses
- Resources
- Internal "blocks"

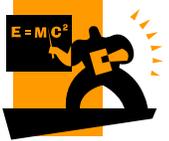


● ● ● | Purpose

- To help U of T science students, faculty and staff **quickly and easily** locate and use **high quality information** (principally in the **health sciences** but also other sciences) by imparting the best:
 - databases
 - online resources
 - information on our collection and
 - information on using our collection

● ● ● | Objectives

- save users' time
- save staff time
- highlight strengths



● ● ● | Priorities and parameters...

- Save user's time
 - optimally one click to top sources
 - silent recommendations
- Who
 - heaviest users are
 - other users are...

● ● ● | Repeatedly apply to actions

- Why
 - Why not
- What
 - What not
- Where
- How
 - How not
 - How will we know



● ● ● | Make explicit:

- What we really think we should be doing..
 - High quality
- "Hook"
 - Quickly
- Focus on
 - Health sciences
 - Most heavily used licensed resources

5. Then examine specifics

- Technical parameters
 - staff skills
 - accessibility
- Navigation
 - links to/from
 - main page
 - interior pages



6. Directed cruising

- old pages
- pages liked
- pages didn't like
- pages didn't like but had some useful features
- aspects we liked but which were "out of bounds"
- purpose
 - what
 - why
 - how
 - how not

7. Making it happen

- Dedicate time
- Explicit planning and analysis
 - resource requirements and availability
 - varying options with viability, costs and benefits
- Email action plans

8. Usability menu



- card sorting
- resource selection
- task analysis
- think alouds
- surveys

● ● ● | 9. Careful handling

- Staff
 - Communicate often
 - Change players and/or their relationship(s)
 - Influence vs. authority
- Write specific contracts



● ● ● | 10. “Selling” by doing..

- Moving from library site to our site:
 - Gerstein
 - Bio 150
 - IR



● ● ● | Thanks!

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