# Weed your website

## Managing your web presence like a library collection

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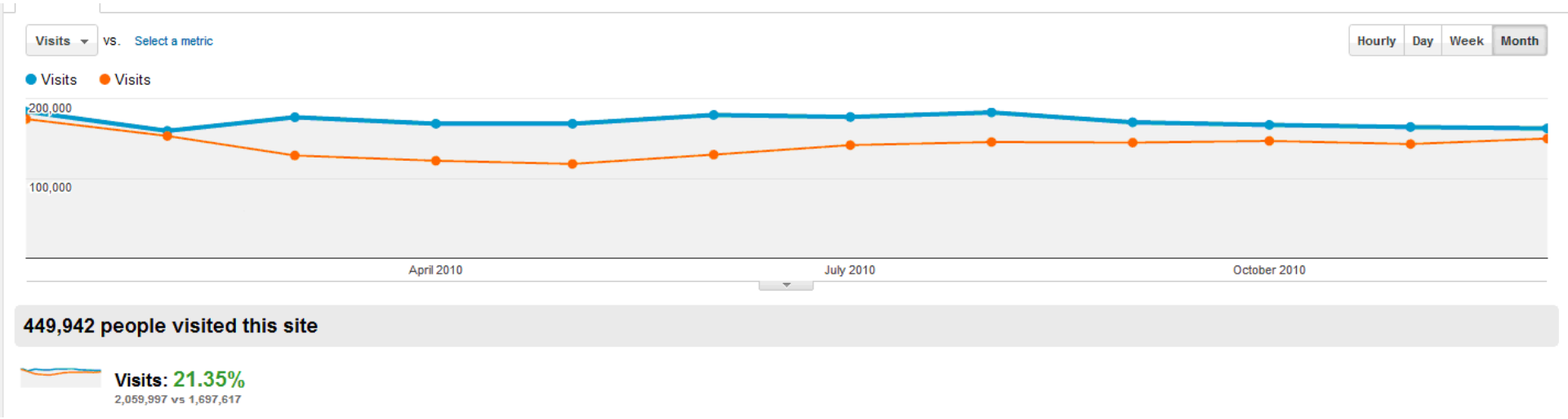
Presentation & materials: wccls.org/presentations

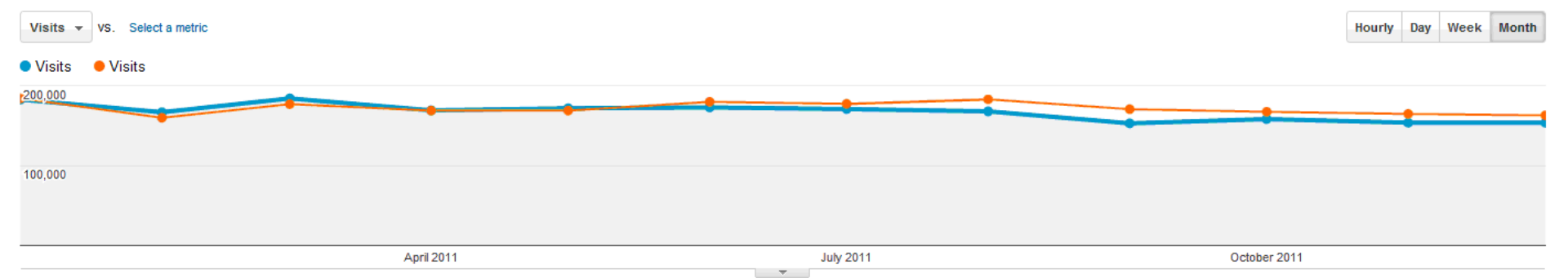
# Website visits increased 21% from 2009 to 2010




**449,942 people visited this site**

**Visits: 21.35%**
2,059,997 vs 1,697,617

# Website visits decreased 3% from 2010 to 2011




**498,239 people visited this site**

**Visits: -2.87%**
2,000,932 vs 2,059,997

**Unique Visitors: 10.73%**
498,239 vs 449,942

# Project outline

1. Collection analysis [content inventory]

2. Create collection policy [content strategy document]

3. Weed the collection [remove/edit pages]

4. Shift collections, re-classify [address information architecture, navigation]

5. Evaluate the findability of the collection [usability testing]

# Data collected in the inventory

1. Index number
2. Path
3. Title
4. Menu
5. Format (PDF, HTML text only, etc.)
6. Usability
7. Voice
8. Grade level
9. Currency
10. Target audience
11. Umbrella header
12. Google Analytics
13. Notes
14. Node ID
15. Post date
16. Updated date
17. Published (yes, no)
18. All taxonomy terms

Data exported from Drupal

Data we collected that did not require a judgement call

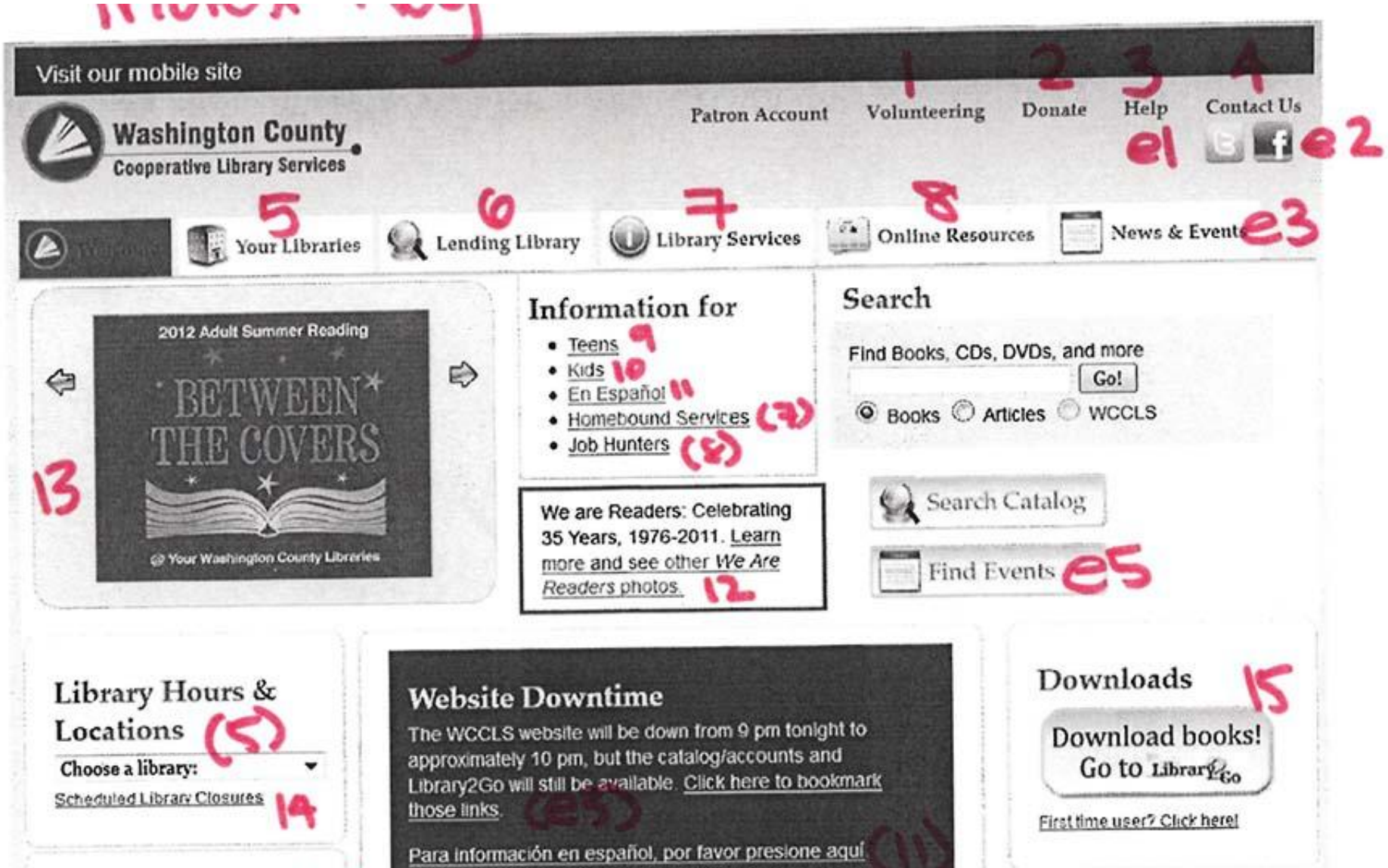
Data that required a judgement call

# Writing samples for some voice ratings

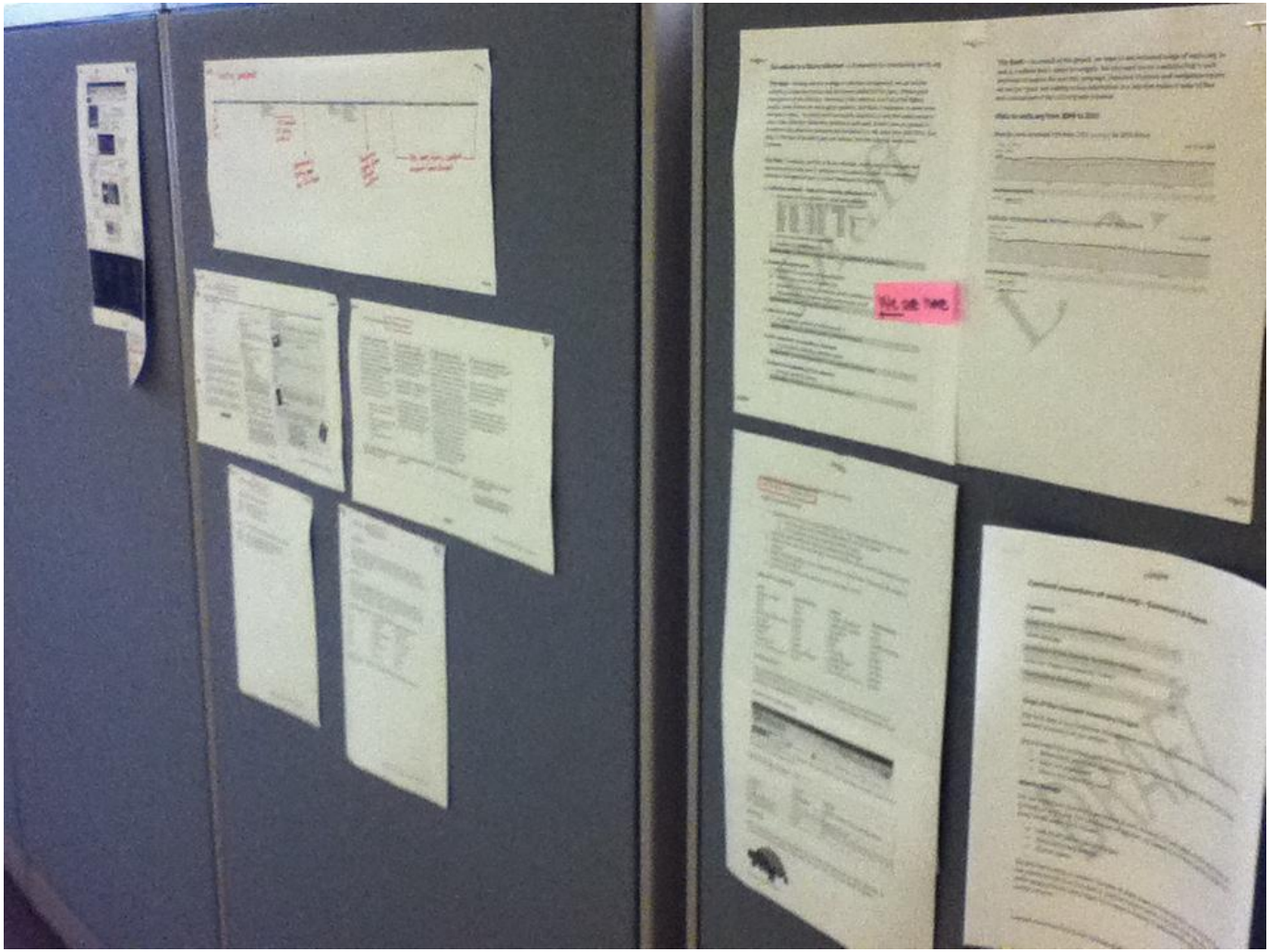
| **Rating H:**<br>Helpful, accessible, friendly | **Rating O:**<br>Obtuse, academic, formal |
|---|---|
| "Library staff members are always happy to assist you with research in-person at the 3rd floor Reference desk on the 3rd floor of the Joel D. Valdez Main Library. An obituary search is an important beginning for genealogy or ancestry research. An obituary search is very time consuming. One search can take over four hours because:<br>● Obituaries can be published as late as two weeks after a death.<br>● About 10% of Tucson deaths are not published in the newspaper.<br>● The indexing of obituaries is poor…"<br><br>(Pima Co. library website) | "The library charges $5.00 per look-up for anyone requesting obituaries who resides outside of Kansas. We charge for looking for the obituary, not for what we find. If an obituary appears more than once, say in subsequent newspaper days, and the requestor wants them both, we charge $5.00 for each, even if the obituaries are exactly the same. The library charges a $25 flat fee to look up any name not in our index. We must have the person's name as well as day, month, and year of death. We will look in the newspaper of record for five days, $5 for each additional day...."<br><br>(Topeka & Shawnee Co. library website) |

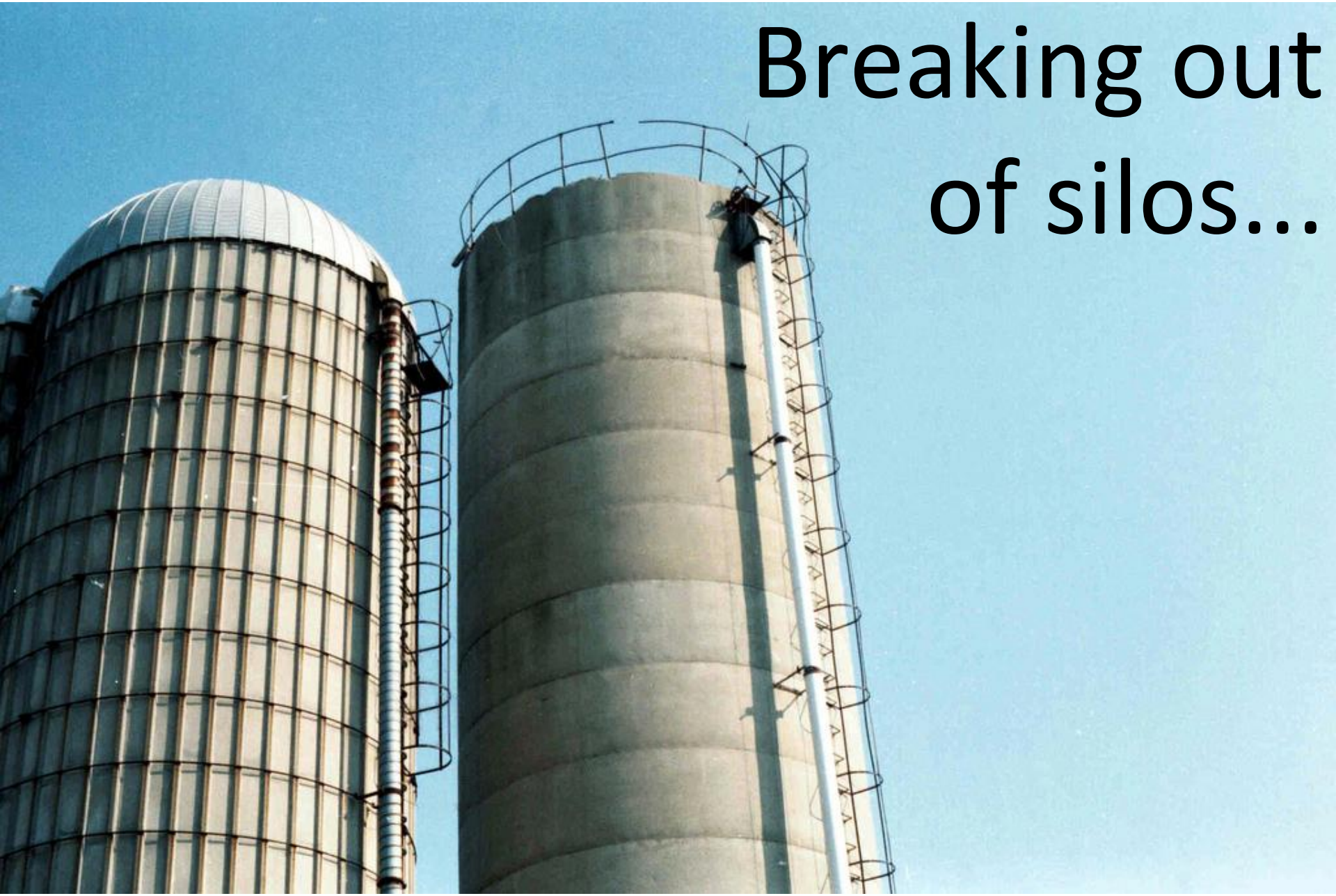
# How do you eat an elephant?

# Key to the inventory's index



# Sharing our process & progress






http://upload.wikimedia.org/wikipedia/commons/6/68/Farm_silos.jpg

# Umbrella header: *WCCLS-Wide Resources*

**Most popular pages:**

1. /library2gohelp
2. /online_resources
3. /lending_library
4. /library_services/online_renewals
5. /lending_library/cultural_pass

**Average reading level:** 10th grade

**Most frequent voice rating:** obtuse, academic, too formal

**Most common page format:** text and images

# Data from the site as a whole

Of all the pages on the site, how many got...

| | |
|---|---|
| ... more than 10 views per day | 11.9% |
| ... 6 to 10 views per day | 5.9% |
| ... 1 to 5 views per day | 19.5% |
| ... Less than 1 view  per day | 62.7% |

49.1% of pages had a reading level of 10th grade or higher

20.7% of pages had not been updated since July 2010

50.3% of pages were obtuse/academic/formal in tone

# Core web strategy document (examples)

For **whom** does our website exist? **Why**?

We **encourage Washington County residents** to be **lifelong learners**.

We **meet the information and recreational needs** of **WCCLS cardholders** by **connecting them to the collections and resources of WCCLS** in a useful and usable way.

**What** does our website do for those audiences and those goals?

- We **provide** easy access to WCCLS e-collections.

**How** does our website meet those needs?

The WCCLS web presence delivers relevant and engaging content in an accessible and standards-compliant way.

We make changes informed by data, user testing, and the WCCLS long-range plan.

# Content matrix

Audience [primary & secondary]

Messaging [primary & secondary]

Topics [to meet our audience's need & convey the message]

Purpose of this content [e.g. persuade, inform, instruct, etc.]

Voice & tone

Sources [original & aggregated content]

These categories are taken from *Content Strategy for the Web* by Kristina Halvorson & Melissa Rach (2012)

# Timelines - be realistic

1. Collection analysis [content inventory]
2. Create collection policy [content strategy document] & fill in content matrix

3. Weed the collection [remove/edit pages]
4. Shift collections, re-classify
[address information architecture, navigation]
5. Evaluate the findability of the collection
[usability testing]

# Thank you!

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Visit wccls.org/presentations to find:

- Presentation slides
- Blank inventory spreadsheet
- Blank content matrix document
- Resource list

What is one idea or "a-ha" from this session that you will bring back to your workplace?

How have you been able to get buy-in for projects at your library?

What would you do differently if you were going to do a content inventory at your organization?

Is there something you want to learn more about after this session?

Did you do a content inventory for your website? What did you learn from it?