



Guiding Ohio Online

Level Up: Web Content

Step 1. Check all the current links on your library's website. Are they up to date?

Step 2. Give what you've learned about your library, what types of information do your patrons typically ask about? What are other informational needs of your community? Here are some common topics that libraries' websites will cover:

- Job seeking, employment skill-building or professional certification.
- Small business development.
- Local, state, and federal eGovernment resources including identifying, finding, and using online eGovernment resources.
- Homework help, research, and information literacy for students.
- College selection and financial aid.
- Medical conditions, procedures, prescription drugs, and healthcare providers.

Begin by selecting one topic. Write it on the line below:

Step 3. Now that you've selected your topic, consider which resources you can direct patrons to. Before you add it to the list, consider: how do you know that the resource is reputable? Who is the author or organization that produced it?

Typically, the resources that a library points to include books, subscriptions, free websites and other organizations.

First, books, audiobooks or documentaries. Depending on the type of catalog your library uses you may be able to link directly to a particular author, title or subject. Make sure your link is permanent and not dynamic. Permanent links or PURLs (Persistent Uniform Resource Locators) don't change while dynamic links are different each time they are accessed.

Find 3-5 books, audiobooks or documentaries on your topic. If possible, read a review of each and eliminate the ones with poor reviews from your list.

Books, audiobooks or documentaries about the topic	Link
1.	
2.	
3.	
4.	
5.	

A subscription is any service that the library pays for to provide services to patrons. This would include the resources found in the Ohio Web Library (ohioweblibrary.org) as well as any additional services paid for directly by your library. Generally, these have been checked by experts to ensure their quality. List 3-5 in the space below.

Library Subscriptions	Link
1.	
2.	
3.	
4.	

5.

Since most information on the web can be uncovered easily through a search portal such as Google, generally you want to limit the number of free website resources you include on a library's webpage. That being said, there are some great free websites that you'll want to include—especially from the local, state, and federal government. List 2 in the space below.

Free Websites	Link
1.	
2.	

One of the most helpful resources you can offer patrons is letting them know where they can get help on a particular topic locally. Using the knowledge you gained in previous worksheets, list 3-5 local organizations or resources in the space below that may be able to help with the topic.

Name	Link and/or contact information
1.	
2.	
3.	
4.	
5.	

Step 4. Look at three other libraries' sites who have resources for the same topic. Is there anything you see that's missing from your own list? Are they important? Why or why not?

Step 5. Every month, check the links on this page to make sure they are still functioning. Is there new content that should be added?