

Libraries Win Website Services

Website Design: Getting Started

Planning Your Website

1. What aspects of your current website do you like? Why?
2. Specifically, what content on your current website would you like on the new website?
3. What would you like to have on your website that you do not have now?
4. Browse existing library websites and take screen shots of pages and aspects of pages that you like.
5. What other non-library websites do you like? Why?
6. Sketch out how you would like your website to look. You don't have to be an artist.
7. Start working on menu terms. Do you still like the terms you have on your current website? Brainstorm potential menu terms. Write them on post-it notes and place them on the wall. Do you like the order they are in? Would you like drop-down menus?

Platform

1. WordPress and specifically the [Divi Theme](#) is supported by Libraries Win services.
2. The web platform and design are responsive, keep this in mind when designing webpages. What changes when the website is viewed on a tablet or phone compared to a computer?
3. [Browse the Divi Theme module tutorials](#).
 - a. [Learning the Basics](#)
 - b. [Using the Builder](#)
 - c. [Divi Modules](#)
4. [Browse websites built using Divi](#) to see what the theme can do.

Getting Started

Send the information below to help@librarieswin.org

1. Logo (png)
2. Library color definitions (#hex, RGB, CMYK)
3. Contact information (staff, phone, emails)
4. Address and Hours

Design Details

Color

1. Does your library have a logo you can use?
2. Use the colors in your logo as you build your website for a coordinated look. A color scheme encourages a foundation for design.
3. Resources: [Tiger Color](#), [Adobe Color CC](#), [ColourLovers](#), and more.

Images

4. Think about the images you will use. Avoid clipart. Use real photos and images.
 - a. Real photos not an option? Browse stock photos from these reputable resources, follow copyright use, and give owners credit: [Shutterstock](#), [iStockphoto](#), [Flickr](#), [Pexels](#), and more.
5. Consider the [rule of thirds](#), balance, weight, color and other design principles when taking photos. (See the [WVLS Design Basics](#) presentation).
6. Lighting is key!
7. Use photo editing software to adjust, resize, and optimize your photos. [GIMP](#) is a free resource that is very similar to Photo Shop.

Website Testing Tips

1. Keep your web design team small during brainstorming process. Too many opinions in the beginning may slow down the process.
2. Revise, revise, revise.
3. Begin incorporating more team members as you progress. This way you can get feedback gradually.
4. Incorporate user testing in a manageable way. Trusted patrons, staff's relatives, library board members. Try a website scavenger hunt for a specific piece of information or picture.

Resources

Books

1. ***Create Your Own Website The Easy Way.*** Alannah Moore. 2016
2. *Creating a Website: The Missing Manual.* Matthew MacDonald. 2015
3. *Create Your Own Web Site or Blog.* Matt Anniss. 2017
4. *Responsive Web Design in Practice.* Jason Clark. 2015

Webinars

1. [Building a User-Friendly Library Website.](#) Sessions 1-3. RAILS Library System. 2014
2. [Web Trends to Watch in 2017.](#) David Lee King. Wild Wisconsin Winter Web Conference. 2017.

Articles

1. Alton, Larry. ["The Right Color Choices for Your Website."](#) Website Magazine. July 19, 2017.
2. Anderson, Matt. ["20 Great Public Library Websites."](#) 2013.
3. [Website Design – Library Success: A Best Practices Wiki.](#)