

Resources

Books on Building and Improving Websites

- Ash, Tim. *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions*. Hoboken, NJ: Sybex, 2008.
- Budd, Andy, with Cameron Moll and Simon Collison. *CSS Mastery: Advanced Web Standards Solutions*. Berkeley, CA: Apress, 2006.
- Buxton, Bill. *Sketching User Experiences: Getting the Design Right and the Right Design*. San Francisco: Morgan Kaufmann, 2007.
- Cederholm, Dan. *Bulletproof Web Design: Improving Flexibility and Protecting against Worst-Case Scenarios with XHTML and CSS*. Berkeley, CA: New Riders Press, 2007.
- Garrett, Jesse James. *The Elements of User Experience: User-Centered Design for the Web*. Berkeley, CA: Peachpit Press, 2002.
- Kalbach, James. *Designing Web Navigation: Optimizing the User Experience*. Sebastopol, CA: O'Reilly Media, 2007.
- Kaushik, Avinash. *Web Analytics: An Hour a Day*. Hoboken, NJ: Sybex, 2007.
- King, David Lee. *Designing the Digital Experience: How to Use Experience Design Tools and Techniques to Build Websites Customers Love*. Medford, NJ: CyberAge Books, 2008.
- Krug, Steve. *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd ed. Berkeley, CA: New Riders Press, 2005.
- Meyer, Eric. *CSS: The Definitive Guide*, 3rd ed. Sebastopol, CA: O'Reilly Media, 2006.
- Morville, Peter. *Ambient Findability: What We Find Changes Who We Become*. Sebastopol, CA: O'Reilly Media, 2005.
- Nielsen, Jakob, and Hoa Loranger. *Prioritizing Web Usability*. Berkeley, CA: New Riders Press, 2006.
- Porter, Joshua. *Designing for the Social Web*. Berkeley, CA: New Riders Press, 2008.
- Redish, Janice (Ginny). *Letting Go of the Words: Writing Web Content That Works*. San Francisco: Morgan Kaufmann, 2007.
- Rosenfeld, Louis, and Peter Morville. *Information Architecture for the World Wide Web: Designing Large-Scale Web Sites*. Sebastopol, CA: O'Reilly Media, 2009.
- 37signals. *Getting Real: The Smarter, Faster, Easier Way to Build a Successful Web Application*. Chicago: 37signals, 2006. <http://gettingreal.37signals.com>.
- Zeldman, Jeffrey. *Designing with Web Standards*. Berkeley, CA: Peachpit Press, 2006.

Blogs and Websites Relevant to this Report

- A List Apart. [www.alistapart.com](http://alistapart.com).
- Molly.com (Molly E. Holzschlag). <http://molly.com>.
- SimpleBits. <http://simplebits.com>.

Smashing Magazine. www.smashingmagazine.com.
 Think Vitamin. <http://thinkvitamin.com>.
 useit.com: Jakob Nielsen's Website. <http://useit.com>.
 Web Designer Wall. www.webdesignerwall.com.
 Webmonkey. www.webmonkey.com.

Great List of Web Designers to Follow on Twitter

Brkan, Ivan Brezak. "100 Awesome Designers and Developers to Follow on Twitter." ShoutEm, June 7, 2009, <http://blog.shoutem.com/2009/06/07/100-awesome-designers-and-developers-to-follow-on-twitter>.

Content Management Systems

concrete5. www.concrete5.org.
 dotCMS. www.dotcms.org.
 Drupal. www.drupal.org.
 ExpressionEngine. <http://expressionengine.com>.
 Joomla! www.joomla.org.
 Magnolia. www.magnolia-cms.com.
 Mambo. <http://mambo-foundation.org>.
 OpenCms. www.opencms.org/en.
 Plone. <http://plone.org>.

Wikipedia List of Content Management Systems

"List of Content Management Systems," Wikipedia, http://en.wikipedia.org/wiki/List_of_content_management_systems.

Social Media Tools to Enhance your Digital Branch

Must-Have Social Networking Sites—Start with These

Facebook. www.facebook.com.
 Connect with your community through this social network.
 Flickr. www.flickr.com.
 Host photos of your library here, then share them in your digital branch.

Twitter. <http://twitter.com>.
 Broadcast library happenings and mingle with your community at the same time.
 YouTube. www.youtube.com.
 Host videos here, then embed them in your digital branch.

Other Useful Tools and Services

blip.tv. www.blip.tv.
 Video.
 Google Analytics. <http://analytics.google.com>.
 Free website analytics.
 Google FeedBurner. <http://feedburner.google.com>.
 Enhanced RSS feed that includes basic tracking and analytics. Also allows e-mail subscriptions.
 PBworks. www.pbworks.com.
 Free, hosted wiki.
 SurveyMonkey.com. www.surveymonkey.com.
 Easy-to-create Web-based surveys.
 Vimeo. www.vimeo.com.
 Video.

Selected Digital Branches

Ann Arbor District Library. www.aadl.org.
 This is one of the first blog-based library websites and still a great example of using a library website for more than information only.
 Darien Library. www.darienlibrary.org.
 This site is a great example of Drupal and SOPAC2 in action.
 District of Columbia Public Library. www.dclibrary.org.
 This site features iPhone apps and iPhone's text message notification service.
 Lester Public Library. www.tworivers.lib.wi.us.
 This site is a great example of what a small public library can do. Includes links to the library's Flickr, YouTube, Facebook, and Twitter accounts.
 New York Public Library. www.nypl.org.
 NYPL is a great example of a large, traditional library opening up, both physically and digitally, to new ideas.
 Topeka and Shawnee County Public Library. www.tscpl.org.
 The primary example used in this report, and a great model of a digital branch in action.