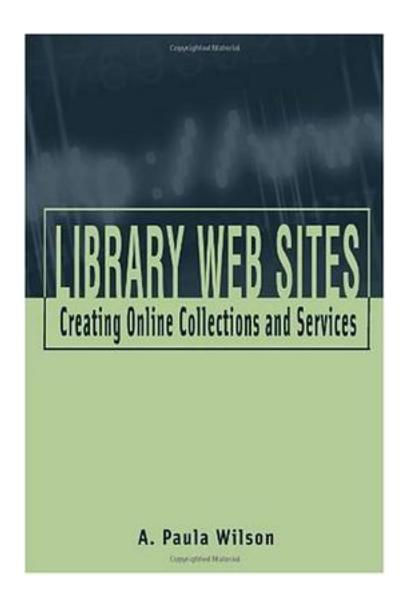
Library Web Sites



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This patron-centered step-by-step guide is the foundation for creating either basic or advanced online library services and integrating all aspects of library activities in the virtual world. Beginning with a checklist of elements essential to a library web site, it further explains how to: - Manage content using database-backed Web pages- Brand the library's marketing and promote services online- Integrate external content--licensed databases, library catalog and e-books--onto the site- Conduct readers' advisory services online- Keep the site fresh and updated using the editorial calendar tool- Archive online resourcesPublic and academic librarians, technology specialists, and all those front line staff responsible for creating, designing, and updating the library's web site will find an all-encompassing user-friendly guide designed to help them make the library's vast resources accessible online.

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