Table 1: Screen Size and Link Results

Element	Mean	Standard Deviation	Range
Number of screens in length	1.3	.5	1 to 5.3
Number of initially visible links in library portion	45.1	24.2	5 to 147
Number of interactive links in library portion, for pages with such links	35.6	22.8	5 to 139

Table 2: Layout and Navigation Feature Frequency

Feature	Observed	Frequency
University template	166	53%
Primary layout: Content arranged in mixed columns and sections	130	41.5%
Primary layout: Content arranged in columns	78	24.9%
Primary layout: Content arranged in sections (boxed or bordered)	75	24%
Quick Links	62	19.8%
Site Map (of library site)	34	10.9%
Site Index	33	10.5%
Primary layout: Other	29	9.3%
Text only link	19	6.1%
Accessibility link	10	3.2%
Foreign language link	8	2.6%
Primary layout: Content arranged in four equally divided sections	1	0.3%

Table 3: Navigation Bar Type Frequency

Feature	Observed	Frequency
Within library section, sidebar	174	55.6%
Within library section, top horizontal bar	127	40.6%
Within library section, bottom horizontal bar	17	5.4%

Table 4: Content Item Frequency

Feature	Observed	Frequency
Link to university homepage	305	97.4%
Hours or hours link	296	94.6%
Interlibrary loan link	259	82.7%
"About" section or link	257	82.1%
Portals by subject or link to subject guides	257	82.1%
Library instruction/tutorials/guides (not request for instruction) link	235	75.1%
Course reserves link	218	69.6%
News/events/what's new section or link	213	68.1%
Contact librarian link	212	67.7%
Contact us (unspecified) link	202	64.5%
Staff directory link	196	62.6%
Other reference resources (style guides, dictionary) link	194	62%
Help or FAQ section or link	188	60%
E-books, Kindle, etc. link	169	54%
Policies link	162	51.8%
Library accounts link	143	45.7%
Portals by audience	120	38.3%
Government documents link	102	32.6%
Mobile link if it includes library	89	28.4%
Mission statement or link	82	26.2%
Privacy policy link	78	24.9%
Directions to library link	77	24.6%
Digital collections/Web exhibits link	76	24.3%
Library departments link	76	24.2%
Forms link	70	22.3%
Gifts/donations link	56	17.9%
Hot picks (database list)	45	14.4%
Terms of use/legal disclaimer link	41	13.1%
Staff picks (a few recommendations)	8	2.6%

Table 5: Discovery Service

Category	Feature	Observed	Frequency*
Presence	Discovery service present	124	39.6%
Branding	Own brand name	55	44.4%
	Established brand name	37	29.8%
	No branding	32	25.8%
Context	Context provided	85	68.5%
Interface	In a multi-tabbed search box with service as a tab	64	52.4%
	Own search box	42	33.9%
	On a link	15	12.1%
	In a spinner/pull-down menu	4	3.2%
Service	EBSCO Discovery Service from EBSCOhost	42	33.9%
	Summon fromProQuest	31	25%
	WorldCat from OCLC	20	16.1%
	Primo from Ex Libris	18	14.5%
	Encore from Innovative Interfaces	10	8.1%
	VuFind developed by Villanova University	3	2.4%

*For all categories except Presence, Frequency is the percentage of homepages containing a discovery service that contained a particular element. For Presence, it is the percentage of all homepages that contained a discovery service.

Table 6: Search Element Frequency

Feature	Link Observed	Link Frequency	Box Observed	Box Frequency
OPAC	251	80.1%	178	57%
E-Journals	207	66.1%	116	37.1%
Other library OPAC	92	29.3%	13	4.1%
WorldCat	91	29.1%	35	11.1%
Databases, search across multiple	40	12.8%	42	13.4%
Google Scholar	34	10.9%	15	4.8%
Library site	21	6.7%	57	18.2%
Other external search engine	11	3.5%	6	1.9%
Google	8	2.6%	7	2.2%
Yahoo	4	1.3%	1	0.3%
Bing	1	0.3%	1	0.3%

Table 7: Multimedia Element Frequency

Feature	Observed	Frequency
Images	290	92.7%
Rotating images	101	32.3%
Video tutorials or link to them	74	23.6%
Virtual tour	37	11.8%
Video, not tutorial, link	11	3.5%
Scrolling text	10	3.2%
Video, not tutorial, embedded, only plays when clicked	7	2.2%
Animations	5	1.6%
Podcasts	4	1.3%
Audio link (not podcast)	1	0.3%
Audio, embedded, plays only when clicked	0	0
Audio, embedded, automatically plays	0	0
Video, not tutorial, embedded, automatically plays	0	0

Table 8: Social Media Element Frequency

Feature	Observed	Frequency
Facebook	197	62.9%
Chat with librarian	144	46%
Twitter	124	39.6%
Blogs	104	33.2%
RSS Feed	68	21.8%
Texting	61	19.5%
YouTube (link)	45	14.4%
Share Widget	32	10.2%
Flickr	26	8.3%
Survey	25	8%
Instant Message	21	6.7%
Pinterest	19	6.1%
Interactive directions	18	5.8%
Mobile App	13	4.2%
Google+	11	3.5%
Interactive library map	7	2.2%
YouTube (embedded)	6	1.9%
Delicious	5	1.6%
Interactive instruction schedule	4	1.3%
Wikis	4	1.3%
LinkedIn	3	1%
User comments displayed	3	1%
Digg	2	0.6%
Myspace	1	0.6%
Polls	2	0.6%
Stumble Upon	1	0.3%
Tumblr	1	0.3%
Discussion forums	0	0
Wikipedia	0	0