

Table 1: Existence of library web presence

Web Presence Status	Observed	Frequency
Library has own website	223	51.9%
Branch library that uses main library website	175	40.7%
No observed web presence	23	5.3%
Only web presence is on social media website	8	1.9%
➤ Facebook	➤ 7	➤ 1.6%
➤ Google+	➤ 1	➤ 0.2%
Library uses consortial/affiliate website	1	0.2%

Table 2: Screen Size and Link Results

Element	Mean	Standard Deviation	Range
Number of screens in length	1.9	1.2	1 to 15.0
Number of initially visible links in library portion	39.7	26.5	3 to 196
Number of interactive links in library portion, for pages with such links	29.1	25.4	1 to 115

Table 3: Layout and Navigation Feature Frequency

Feature	Observed	Frequency
Accessibility link	1	0.4%
Primary layout: Content arranged in columns	128	57.4%
Primary layout: Content arranged in four equally divided sections	0	0%
Primary layout: Content arranged in mixed columns and sections	37	16.6%
Primary layout: Content arranged in sections (boxed or bordered)	17	7.6%
Primary layout: Other	41	18.4%
Foreign language link	10	4.5%
Quick Links	29	13.0%
Site Index	2	0.9%
Site Map	47	21.1%
Text only link	1	0.4%

Table 4: Navigation Bar Type Frequency

Feature	Observed	Frequency
Within library section, top horizontal bar	153	68.6%
Within library section, bottom horizontal bar	42	18.8%
Within library section, sidebar	110	49.3%

Table 5: Basic level of web presence

Feature	Observed	Frequency
Library name	221	99.1%
Link to the online catalog	210	94.2%
Library phone number	193	86.5%
Hours of operation	192	86.1%
Library address – physical	192	86.1%
Library address – mailing	191	85.7%
Online contact format (e-mail address or online form)	150	67.3%
Link to statewide collaborative services (e.g. Indiana State Library, INSPIRE)	112	50.2%
Board member names	98	43.9%
Description of library services available to patrons	77	34.5%
Current site content indicated by date of last update or last review	20	9.0%

Table 6: Web presence beyond basic

Feature	Observed	Frequency
Mixture of text and images	223	100%
Site is free of spelling and/or grammatical errors	217	97.3%
Image/icon/other graphic used to represent the library	60	26.9%
Place to provide feedback about the website	20	9.0%

Table 7: Content Item Frequency

Feature	Observed	Frequency
News/events/what's new/newsletter section or link	195	87.4%
E-books, Overdrive, Kindle, etc. link	166	74.4%
"About" section or link	147	65.9%
Policies link	143	64.1%
Contact us (unspecified) link	130	58.3%
Gifts/donations/friends link	115	51.6%
Local history/genealogy section or link	113	50.7%
Library programming link	107	48.0%
Library/My account link	98	43.9%
Portals by audience	89	39.9%
Mission/philosophy statement or link	61	27.4%
Directions to library link	58	26.0%
Employment or job opportunities	54	24.2%
Staff directory link	53	23.8%
Contact or ask librarian link	39	17.5%
Help or FAQ section or link	31	13.9%
Suggest/recommend a title	31	13.9%
Interlibrary loan link	28	12.6%
Local authority body/local laws link	23	10.3%
Library departments link	20	9.0%
Other reference resources (style guides, dictionary) link	20	9.0%
Staff picks (a few recommendations)	20	9.0%
Library instruction/tutorials/guides (not request for instruction) link	17	7.6%
Forms link	14	6.3%
Privacy policy link	14	6.3%
Digital collections/web exhibits link	12	5.4%
Mobile site link	9	4.0%
Portals by subject or link to subject guides	8	3.6%
Terms of use/legal disclaimer link	8	3.6%
Government documents link	6	2.7%
Annual Reports	5	2.2%
Hot picks (database list)	5	2.2%
Challenge/complaint submission link	1	0.4%

Table 8: Discovery Service

Category	Feature	Observed	Frequency*
Presence	Discovery service present	8	3.6%
Branding	No branding	4	50.0%
	Established brand name	3	37.5%
	Own brand name	1	12.5%
Context	Context provided	4	50.0%
Interface	Own search box	5	62.5%
	On a link	3	37.5%
	In a multi-tab search box with service as a tab	0	0%
	In a spinner/pull-down menu	0	0%
Service	Encore from Innovative Interfaces	5	62.5%
	WorldCat from OCLC	2	25.0%
	AquaBrowser from Serials Solutions (ProQuest)	1	12.5%
	EBSCO Discovery Service from EBSCOhost	0	0%
	Primo from Ex Libris	0	0%
	Summon from ProQuest	0	0%
	VuFind from Villanova University	0	0%

*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 9: Search Element Frequency

Feature	Link Observed	Link Frequency	Box Observed	Box Frequency
OPAC	180	80.7%	58	26.0%
Databases, search across multiple	49	22.0%	0	0%
Google	10	4.5%	18	8.1%
Yahoo	8	3.6%	2	0.9%
E-Journals	7	3.1%	0	0%
Other external search engine	7	3.1%	3	1.3%
WorldCat	6	2.7%	3	1.3%
Other library OPAC	5	2.2%	4	1.8%
Bing	3	1.3%	0	0%
Library site	2	0.9%	53	23.8%
Google Scholar	0	0%	0	0%

Table 10: Multimedia Element Frequency

Feature	Observed	Frequency
Rotating images	73	32.7%
Animations	15	6.7%
Video, not tutorial, embedded, only plays when clicked	6	2.7%
Scrolling text	5	2.2%
Video tutorials or link to them	2	0.9%
Virtual tour	2	0.9%
Audio link (not podcast)	1	0.4%
Video, not tutorial, link	1	0.4%
Podcasts	0	0%
Audio, embedded, plays only when clicked	0	0%
Audio, embedded, automatically plays	0	0%
Video, not tutorial, embedded, automatically plays	0	0%

Table 11: Social Media Element Frequency

Feature	Observed	Frequency
Facebook	159	71.3%
Interactive directions	83	37.2%
Twitter	78	35.0%
Interactive programming schedule	70	31.4%
Blogs	52	23.3%
Pinterest	35	15.7%
YouTube (link)	27	12.1%
RSS Feed	26	11.7%
Flickr	16	7.2%
Mobile app	11	4.9%
Google+	8	3.6%
Survey	8	3.6%
Share Widget	6	2.7%
YouTube (embedded)	5	2.2%
Delicious	4	1.8%
Texting	4	1.8%
Tumblr	4	1.8%
Chat with librarian	3	1.3%
LinkedIn	3	1.3%
StumbleUpon	3	1.3%
Interactive library map	2	0.9%
QR codes	2	0.9%
User comments displayed	2	0.9%
Wikipedia	2	0.9%
Wikis	2	0.9%
Digg	1	0.4%
Discussion forums	1	0.4%
Polls	1	0.4%
Instant Message	0	0%
Myspace	0	0%