

Library Website Information Architecture

Information Architecture (IA): The structural design, organization and labeling of a website

Project Goals:

- Improve Search Engine Optimization (SEO)
 - Write titles and descriptions for all pages for search engines
- Remove duplicative pages and identify pages needing updates
- Improve/redesign the navigation
- Create consistent “look and feel” for each page with breadcrumbing
- Improve index page (assess quicklinks and marketing/announcements)
- Develop standards for URL naming and titles
- Develop branch website architecture

Out of Scope:

- HesNet/Intranet
- Library faculty/staff internal software (e.g. datamart, cataloging statistics)
- Search interfaces (including tabbed search, primo, quicksearch, database finder, etc)
- Any site within the library that doesn't use the primary library navigation - for example, Rare Books, CDS - although IA within the context of the library site will be assessed
- Existing structure within larger ND context
- Mobile Site (may receive direction from this project)
- Accessibility concerns outside of the scope of the project

(Current) Plan:

- Inventory, Research current website content
- Project intro with stakeholders
- User Assessment
 - Various methods – Surveys, interviews, focus groups
- Develop draft of proposed changes for new navigation structure
- Verify with card sorts, storyboarding
- Review with stakeholder groups
- Test, document and plan for implementation