

## Replace that tacky clip art

As part of the upgrade period on Website Kits here at OPLIN this month, each library is getting a high-quality image library to use with their content. New images will also be added periodically. It is our hope that libraries will use these images, rather than resorting to tacky clip art. Most of the clip art sources that are freely available on education-related websites and via Microsoft Word should not be used on professional websites or used to represent community organizations. *Remember what Laura says in training: "Do you REALLY want your library represented by the same clip art a third grader uses?"*



## This issue

- Is it time to redesign? P.1
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- Make One Thing Better P.3

## Is it time to redesign your site?

Websites age, design trends change, the site architecture changes. Needs evolve. But, is it time to redesign YOUR library's website?

Some of the OPLIN Website Kits have now been online long enough to start asking this question. And, we know that some of you even have this on the project docket for 2013. For those who are wondering if they should be considering a redesign, here's our handy guide.

### BAD REASONS TO REDSIGN

- A few people have complained about something.
- You're bored with the way the site looks.

### GOOD REASONS TO REDESIGN

- Your library is getting new branding (e.g., a new logo).
- LOTS of people have complained about the SAME issue.

- The content has outgrown the original architecture.
- Patrons can't find the important stuff.
- It's missing important functionality that your library now needs to provide.
- The design causes more problems than it solves.

Then there's the middle ground: what if you just want a fresher design, because current trends now make your original somewhat dated? This is the beauty of your Website Kit—we can update the visual elements without affecting the functionality, layout or navigation. Patrons won't be lost trying to figure out where their most-used links went. And things will still "work the same."

Interested in learning more? Contact Laura Solomon at [laura@oplin.org](mailto:laura@oplin.org) or (614) 728-5252.



## Need help?

You can reach OPLIN Support (and usually Laura, too) via our chat room

(<http://support.oplin.org>)

### Website Kit Documentation

Get the most recent documentation for your OPLIN Web Kit here.

(<http://www.oplin.org/webkitdoc>)

**And remember—there is now a direct link to the manual from your library's Website Kit!**

## The Readability Test Tool

Let's make the unreadable readable



Ever wonder if your content is easy to read? Now, there's an online tool to help you figure out if your content is appropriate for your audience. The Readability Test Tool (<http://www.read-able.com/>) is free to use, and it can be used to test all or part of a given web page.

From the site:

“The Readability Test Tool takes the text on your web page and gives a score for the most used readability indicators.

- Flesch Kincaid Reading Ease
- Flesch Kincaid Grade Level
- Gunning Fog Score
- Coleman Liau Index
- Automated Readability Index (ARI)

Additional features include:

- Test by direct input (so you can cut and paste your text right into the tool).
- Being able to put a link to the test tool right on a page, so that people can click it and see the result right away.
- A testing bookmarklet that can be installed in your browser's toolbar, to test

## Is your site READABLE?

A free tool helps ensure that you're not writing “above” your patrons

pages on the fly.

Give this tool a shot on different pages of your site. If you have a children's or teen section, make sure the content is actually written for the appropriate grade levels. You may be surprised at the results.

## The Readability Test Tool

Let's make the unreadable readable

### Readability Results

Web Address: <http://www.oplin.org>

This page has an average [grade level](#) of about 7.

It should be easily understood by 12 to 13 year olds.

[Tweet this result!](#)

# MAKE **one** thing BETTER

## Please stop screaming

Recently, we noticed that a fair number of Website Kits included content from their libraries that included the use of all-caps. This was surprising, since the Netiquette concerning their use is mentioned in every training we do. If your library is using all-caps anywhere on its website, please stop!

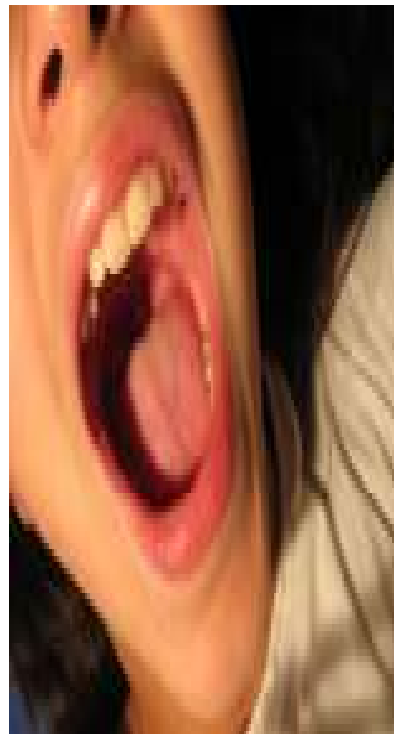
People make assumptions about content that appears in all capital letters. Most often, all-caps text indicates the act of yelling. Do you really mean to be yelling at your patrons? Probably not, so this is definitely not something that should appear on your library's website.

Perhaps, worse still, people may assume that you're not technology-savvy, since all-caps indicates screaming and is almost never used on the Web in other situations.

**Time to go get rid of those all-caps.**

*"People who type in all capital letters are often an irritant to others who are reading what they have written."*

*—Kathryn Vercillo*



## Which libraries have a Website Kit underway?

- Defiance Public Library
- Brown Memorial Public Library
- Mercer County Public Library
- Ft. Recovery Public Library
- Milton-Union Public Library
- Tiffin-Seneca Public Library
- Richwood-North Union Public Library
- Lima Public Library
- Licking County Public Library
- Willoughby-Eastlake Public Library

## Q&A : How do I make it so pictures have the text wraps around them?

**Q: Can you remind me how to get text to wrap around the pictures I put in my content? Right now, my pictures just kind of sit oddly at the beginning of my stories.**

A: This is done by using the "Align" option in the image dialog box. Right-click on the picture and choose "Image Properties" to get to this option. Then, choose to align the image left or right. This will cause the text to flow to one side of the image.

If the text is right up against the image with no white space, you can add some hspace (horizontal) or

vspace (vertical) in pixels. This will make it look better and be easier for visitors to make sense of it.

Got another question? Email

[laura@oplin.org](mailto:laura@oplin.org).