

# Bridging the gap between libraries and online discovery

{A big title for an existential crisis in libraries}

# The problem



No central repository for what libraries offer to the public



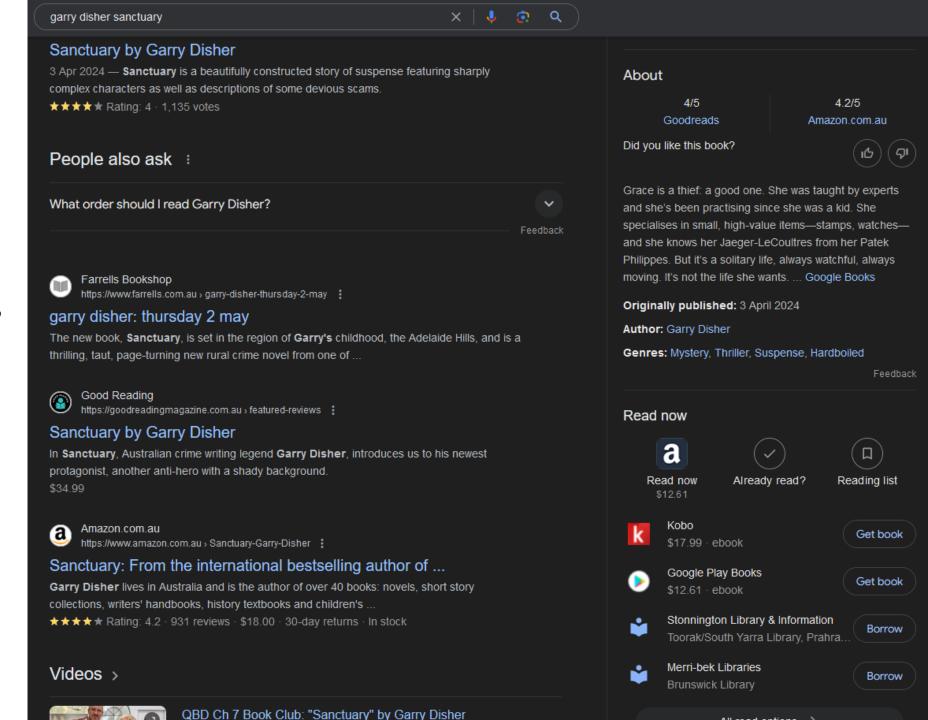
Although libraries have modernised, the public still thinks of them as buildings for books



Libraries generally don't feature in search engine results

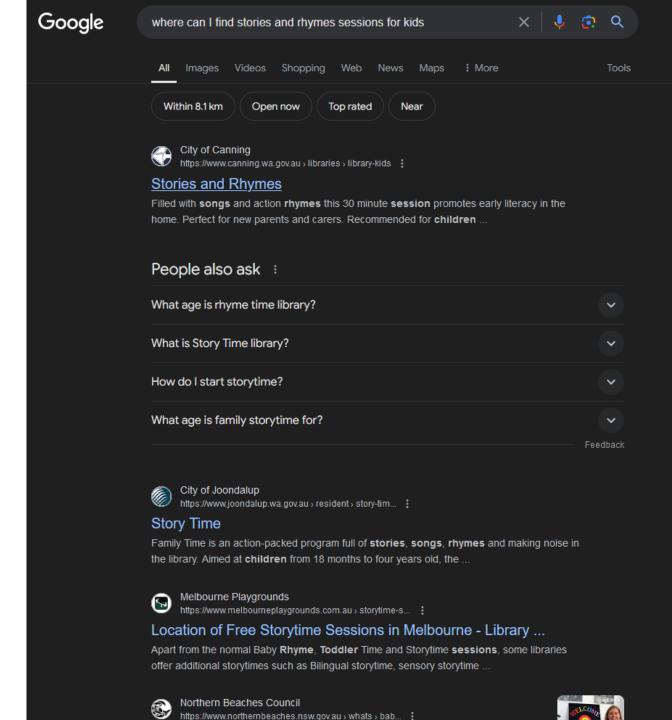
## Garry Disher Sanctuary

- Borrow action is now show in the 'Read now' knowledge panel
- Not shown in initial view
- Below the commercial results
- Only in Google



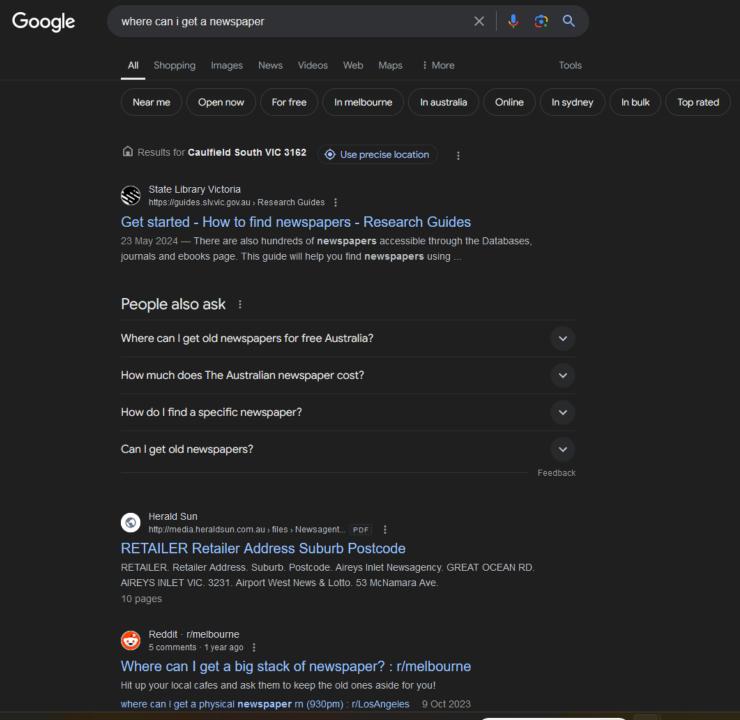
# Where can I find stories and rhymes sessions for kids

- Libraries show up first in results
- Using voice searching on the phone gives a list of the nearest sessions
- Very well understood library offering, even without using the 'storytime' terminology



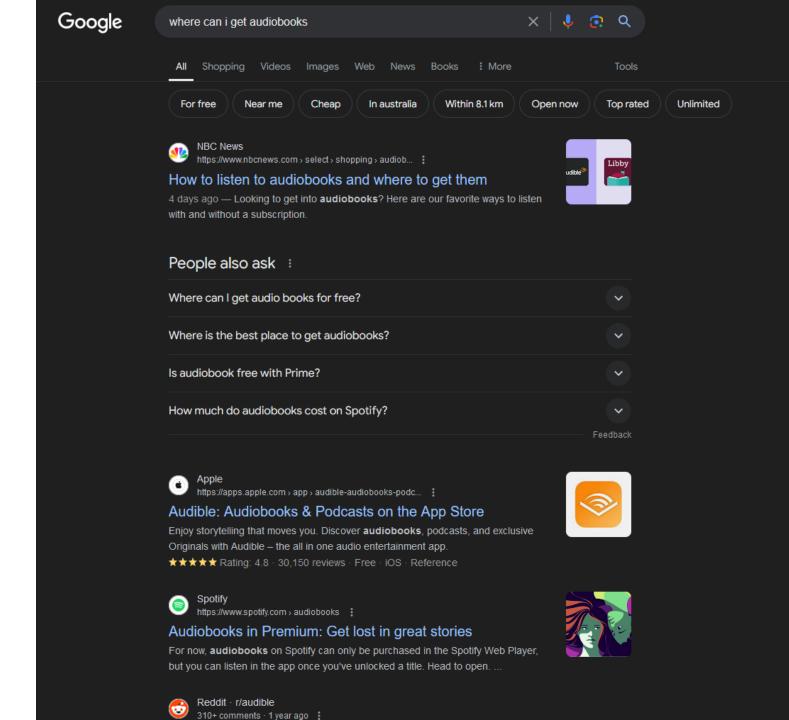
Where can I get a newspaper

- State Library Victoria and National Library of Australia show up on page 1
- Local Library Services start showing up from page 3 onwards
- Including search terms with free in them makes libraries more prominent



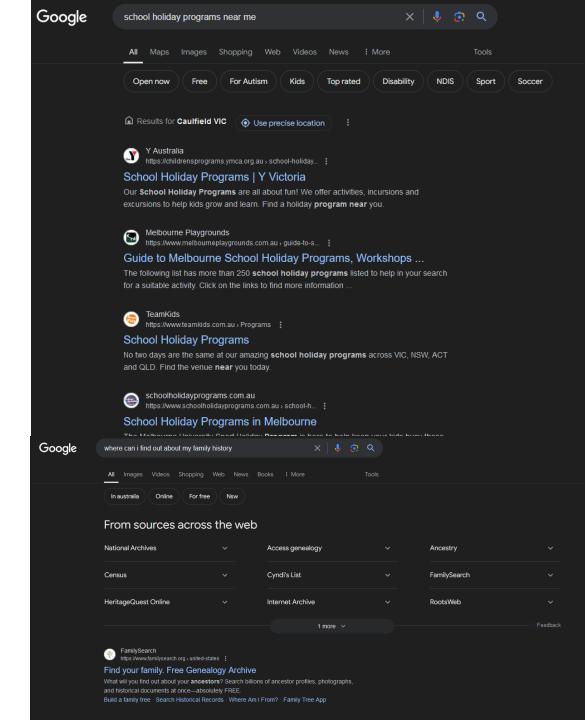
Where can I get audiobooks

- Hoopla, Libby, etc show up from page 4 onwards
- Libraries start showing up from page 7 onwards
- Even including search terms with free in them doesn't change the results much for libraries



# What about less traditional library offerings?

- Coding clubs
- Knitting circles
- Holiday programs
- Makers spaces
- Seed libraries
- Family history / genealogy
- Documents certification
- Jobs assistance
- Tech support



#### Existing page on PLV website

https://www.plv.org.au/find-a-library/

- Map is very cluttered
- Difficult to see what areas a Library Service covers
- No information on what offerings are available from a Library Service





About Us V Get Involved V Libraries Victoria

Find a Library





Member Login

### Find a Library

Home/ Find a Library

#### **Quick Links**

Home

About Us

Get Involved
Libraries Victoria

Find a Library

Member Portal

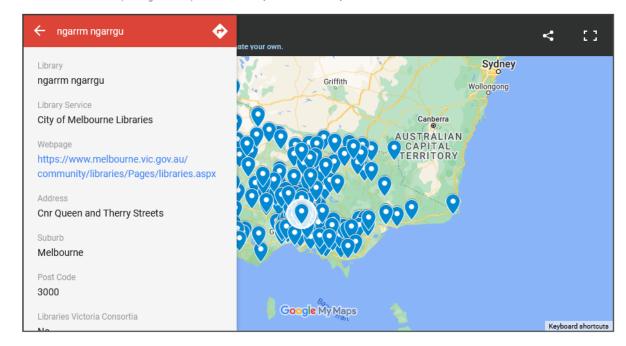
Sustainability Home

#### Locate your nearest branch

Whether at home or visiting friends or family, you're never far from a library.

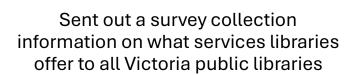
Click on the map to find the contact details of your nearest library service.

For information on opening hours, please contact your local library.



# The (potential) solution







Formed a staff working group to come up with ideas on how to change the messaging for library offerings



Engaged web developers to build a new site / page to distribute the information

Filter by Resources Reset

Video (DVD's, etc.)

Magazines and Newspapers

**Book Clubs** 

LOTE Fiction / Non-Fiction

Library of Things

Seed Library

Gaming

Laptops for loan

**Board Games** 

**Dementia Care Collection** 

Kids Games & Toys

Filter by LOTE Languages

Filter by eResources

Filter by Storytime Sessions Reset

Baby rhyme time/baby bounce (0-1 year olds)

Sessions for toddlers (1-2 year olds)

Pre-school storytime (3-5 year olds)

Bilingual/multilingual Storytime

Auslan Storytime

First Nations Storytime

Rainbow Storytime

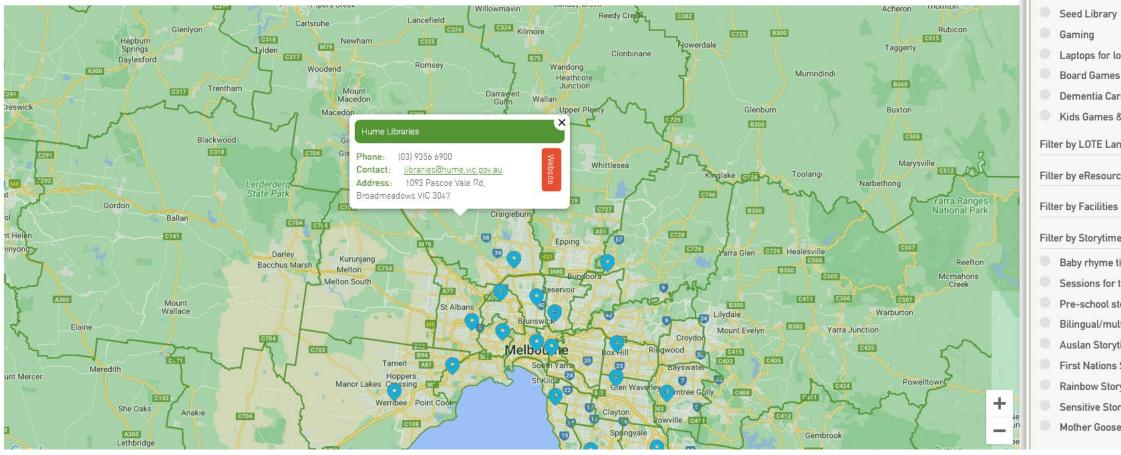
Sensitive Storytime

Mother Goose program

## Interactive Map – Resources

Use the map below to find your local libraries activities.





# Library Offerings

#### Libraries that offer Community Garden

Yarra Libraries

**Wyndham City Libraries** 

MYLI - My Community Libraries

Monash Libraries

Merri-Bek Libraries

**Hume Libraries** 

Yarra Plenty Regional Library

Central Highlands Libraries

**Hobsons Bay Libraries** 

#### Facilities -



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#### Offerings include:

Meeting Rooms	Quiet Study Spaces	Makerspace
Printing & Scanning	Free WiFi / PC access	Recording / Design Studio
Cafe & other food services	In-house Games	Environmentally Sustainable
_		Initiatives
Prayer & Worship Spaces	<ul> <li>Reading Lounge</li> </ul>	Dedicated Youth Space
Community Garden	Soundproof Room	Outdoor Area
AV Viewing Rooms	Film Digitization Device	Digital Conversion Equipment

Garden - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas ullamcorper, justo at faucibus faucibus, augue dui porta ex, eget convallis libero turpis eu tellus. Nam interdum rhoncus nulla... View more info

▼ In House +

Storytime Sessions +

# Next steps







Launch new site using banners in public spaces with a QR code linking to the page

Use the traffic post launch to further optimise the SEO tags

Approach Google (and other search providers) and see if a service can be developed to highlight offerings from free or Not-For-Profit organisations

# Question Time