

PUTTING MOBILE IN YOUR SITE

How To
Make Your
Library's
Website
Mobile-
Friendly

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Before We Start...



3 Caveats

Who Needs Mobile?



- It's not up to you or me
- When in doubt, ask your patrons

Mobile Options: App & Mobile Web



- **Mobile App:** *a self-contained application downloaded and installed on a mobile phone*
- **Mobile Web:** *a website specifically designed for the small screen of a mobile phone's web browser*

Mobile Option #1: Mobile App

Pros?	Cons?
Looks and sounds cool!	Are you cool enough to support it?
Easy-access icon on main screen	Patrons must find and install it – and it must work with their (meaning every!) phone
You can build it yourself	Takes “advanced programming skills” (C, C#, C++, Objective-C, Java, etc.)
You can buy one/hire someone to create it	Takes money

Library Mobile App Options



□ Boopsie

- ▣ Complete catalog plus static info (hours, contact info...)
- ▣ Works on any phone
- ▣ Expensive(ish)
- ▣ Customers: Seattle, San Jose, Notre Dame, WorldCat

□ LibraryAnywhere (from LibraryThing)

- ▣ Complete catalog plus static info (hours, contact info...)
- ▣ Works on some phones, more on the way
- ▣ Less expensive than Boopsie
- ▣ Customers: LoC, Concord (NH), Boston University

Mobile Option #2: Mobile Web

Pros?	Cons?
Gets library into the mobile world quickly	Can't say, "we have an app!"
Works on any phone with a browser	Patrons must remember to look for you
Easy to update content	Your catalog still might suck
You can build it yourself	Might look like you built it yourself
You can buy one/hire someone to create it	Takes money

Library Mobile Web Options

□ Design to Accommodate

- [Canton \(MI\) Public Library](http://www.cantonpl.org) (http://www.cantonpl.org)

□ [One-Pager](http://influx.us/onepager/) (influx.us/onepager/)

- Developed by Aaron Schmidt and Amanda Etches-Johnson
- Specifically developed to be as easy as possible for mobile patrons to use
- Totally free to libraries - they'll even help get it working

□ Find a Mobile Theme

- For you WordPress/Drupal/Joomla/etc. people

□ Build Your Own

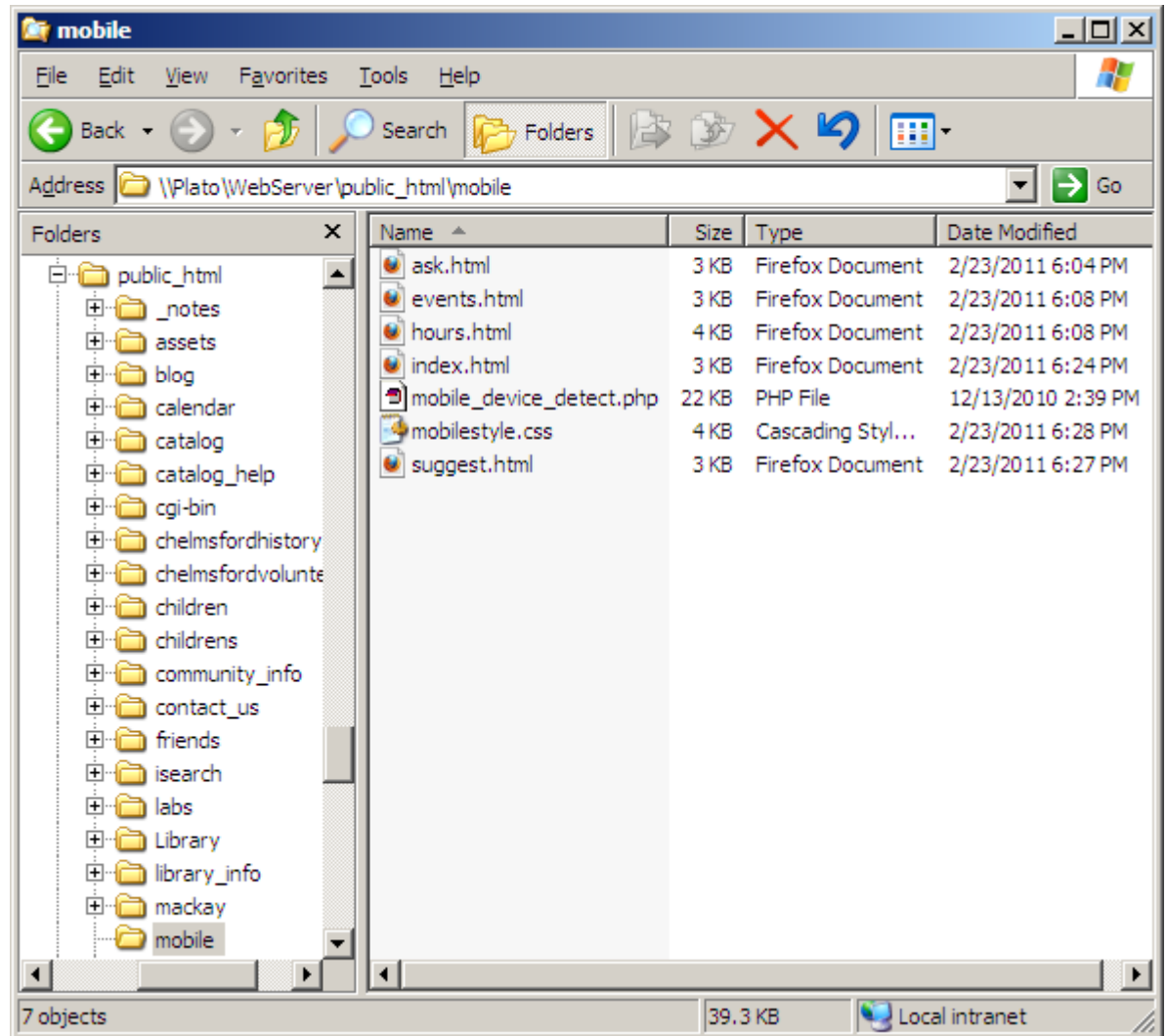
- Here's what I did...

ChelmsfordLibrary.org/mobile

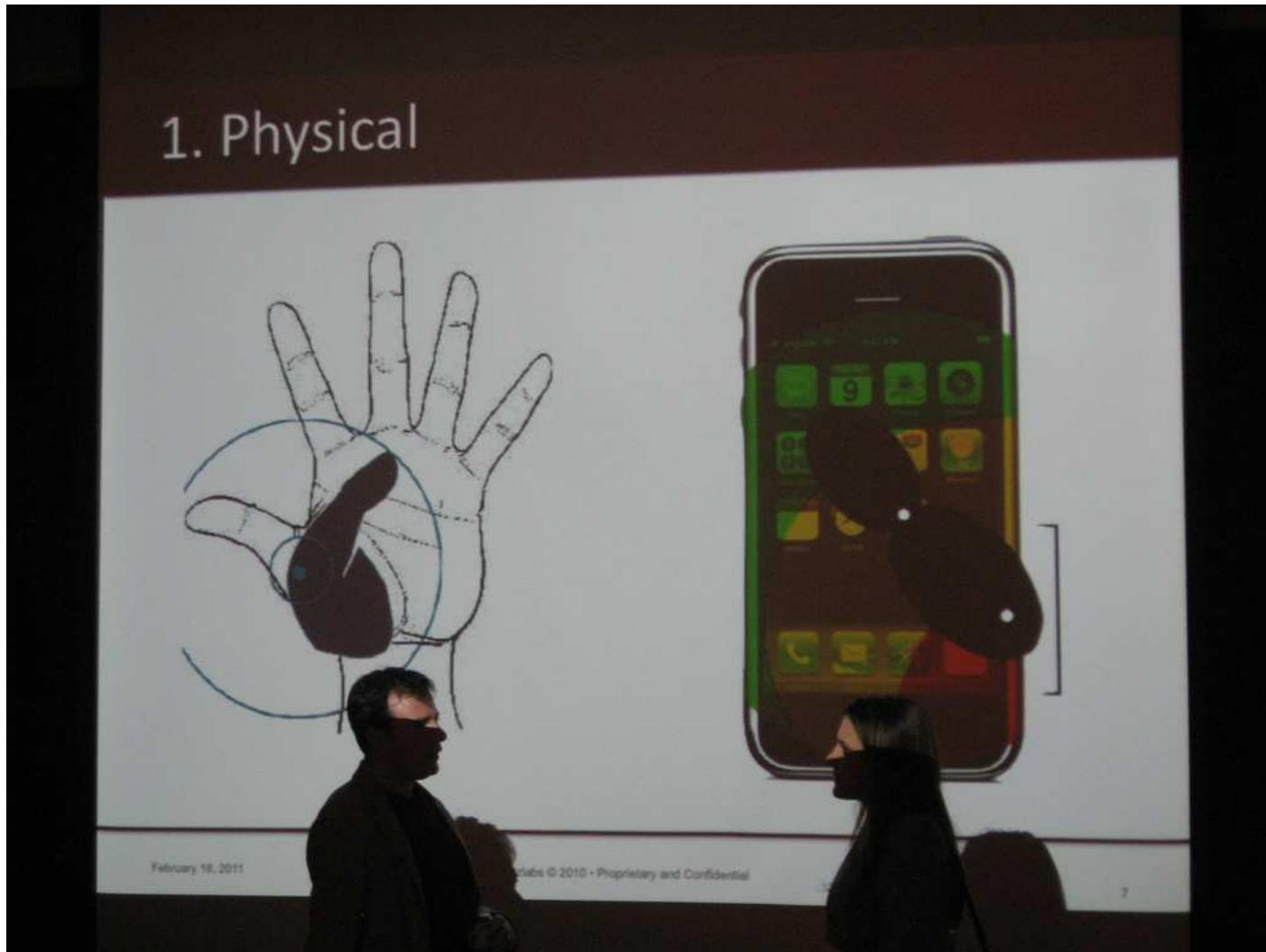


- What you can't see
 - Catalog search box
 - Link to full website

It's Just a Little Website!



Remember: Design for Use



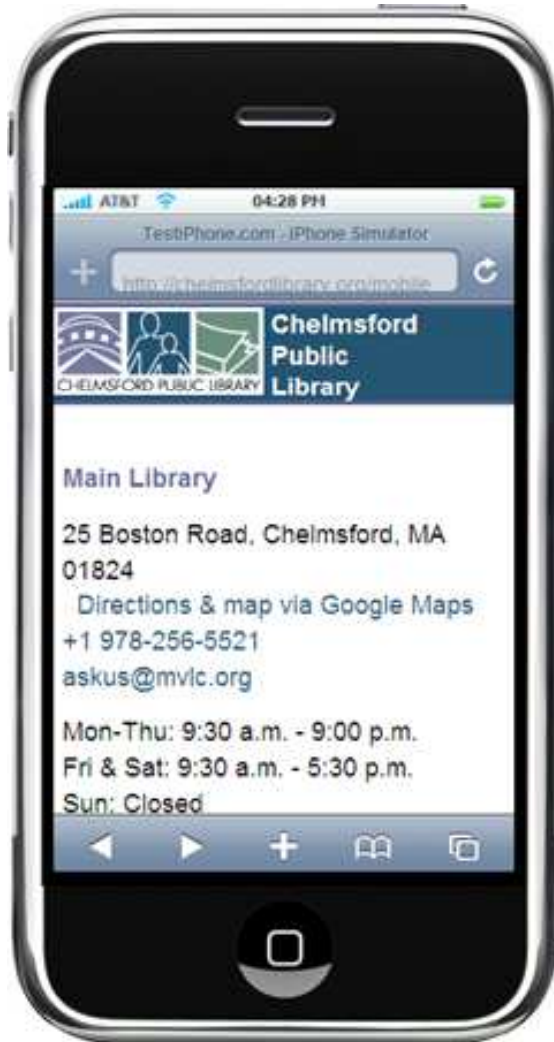
- Big buttons
- Big fonts
- Clear text

Mobile Content – Simple & Useful



- Design for Use Scenarios
 - ...getting out of work, need to know how late the library is open
 - ...coming to a program and wants to know when it starts and how to get there
 - ...in a bookstore and sees a book they want to read

Mobile Content – Hours and Maps



- Include for all branches
- Link to Google Maps
- Click-to-call phone numbers
 - `+1 978-256-5521`
 - `+1 978-256-5521`
 - `+1 978-256-5521`
- Click to email
 - `askus@mvlc.org`
- Hours – as clearly as possible

Mobile Content – Upcoming Events



- Events are pulled from our main calendar via RSS feed
- Using Feed2JS.org to format and provide embeddable code
- Showing only events for next seven days

Mobile Content – Ask Us



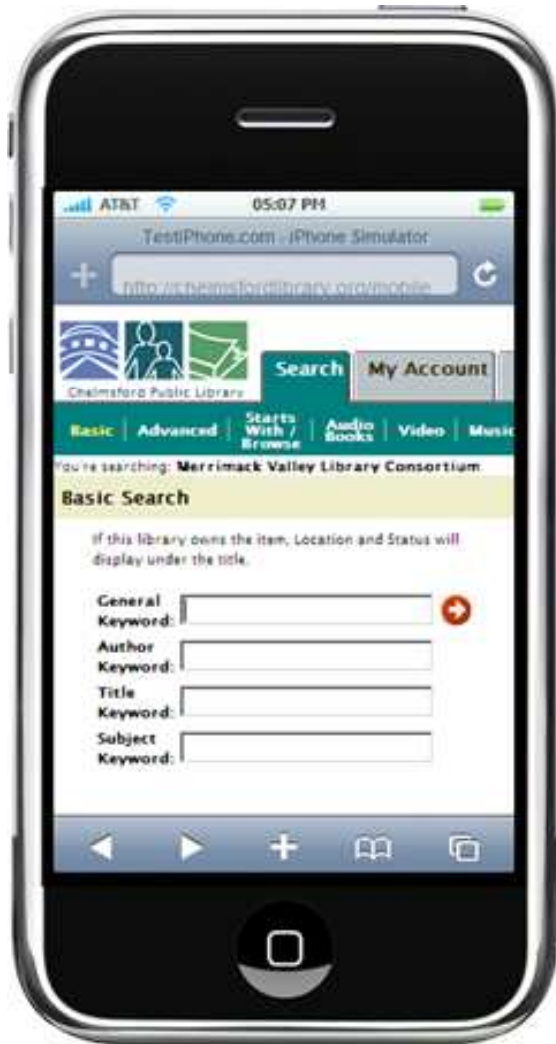
- Form to ask question
- Or suggest new feature for mobile site
- Sends message as email to Reference Desk, just like web forms on full website

Mobile Content – Item Suggestion



- Form to suggest a purchase
- Subtle reminder to search catalog first
- Ask them to provide Library Card Number, Title/Author/ISBN, and where they found it

Mobile Content – The Catalog



- It might work, it might not
- Biggest drawback of mobile website/biggest benefit of an app
- When you're shopping for a new ILS, ask about this

Auto-Detect & Redirect: Options



- CSS (like Canton Public Library)

- ▣ Best method, but most takes the most work to implement

- Javascript

- ▣ Runs in patron's browser, so not totally reliable

- PHP

- ▣ Runs on the server, so better than javascript

Auto-Detect & Redirect: PHP



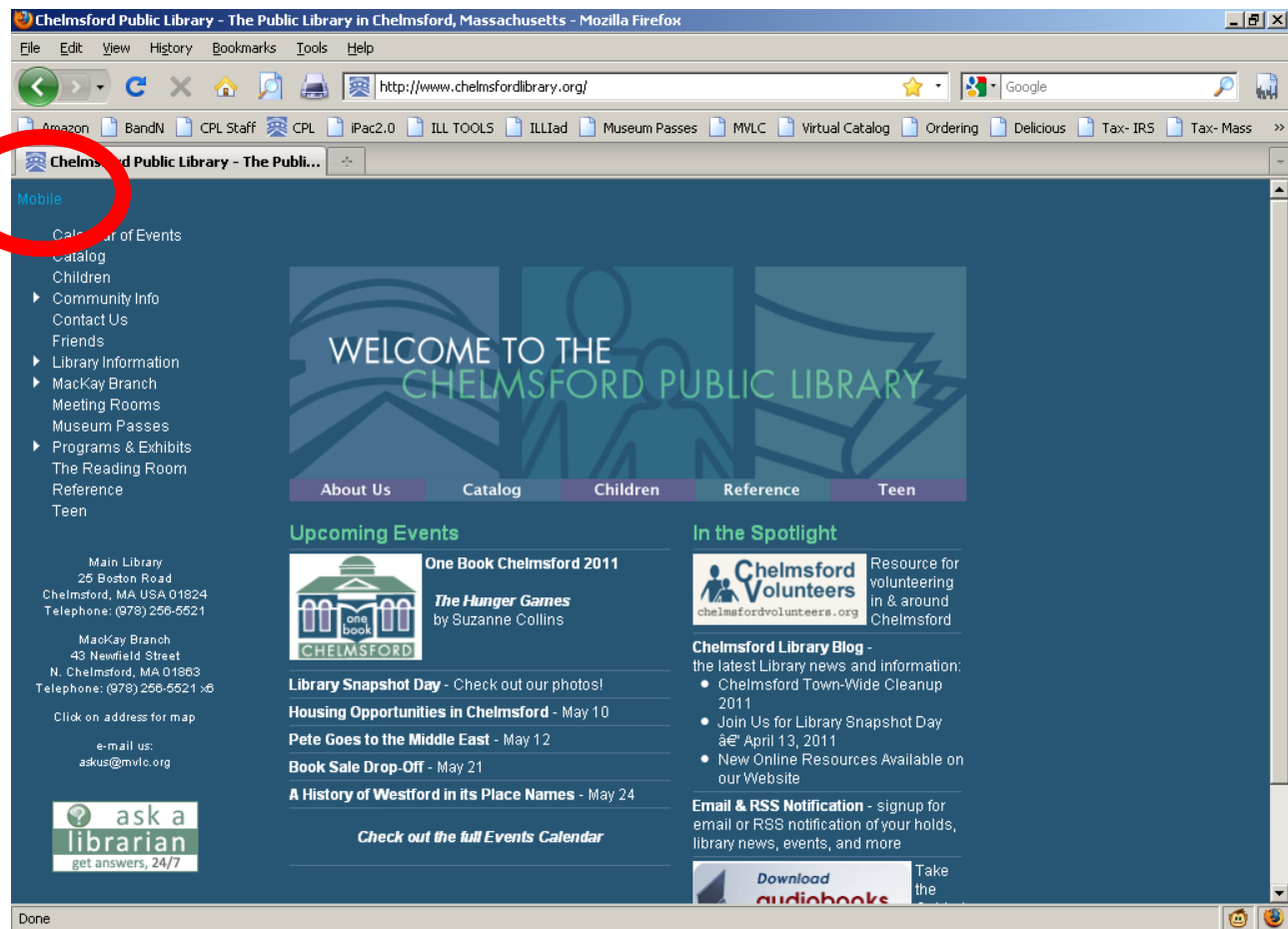
<http://detectmobilebrowsers.mobi/>

1. Download their main script to your webserver
2. Use their Function Generator to build the code for your main website homepage
 - Must appear at the very top of your homepage
3. Edit your .htaccess to allow .html files to run PHP code
4. What?!? – I know, but their FAQ explains everything

Auto-Detect & Redirect: Eh...

□ But just in case...

Failsafe Link



Test, Test, Test, Test, Test, Test, Test, Test



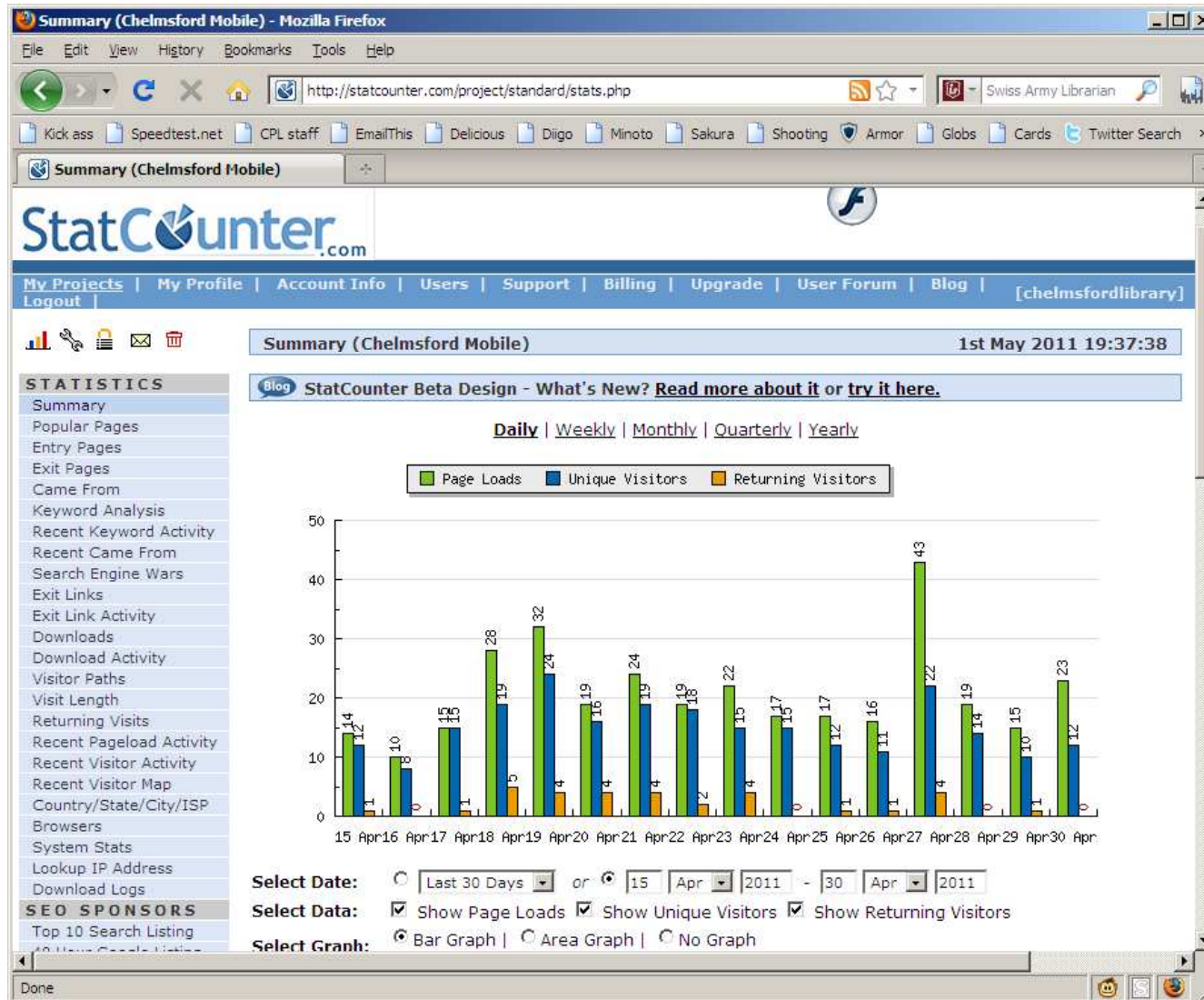
- Try your new mobile site out on as many different phones you can find
- Online phone emulators
 - <http://www.testiphone.com>
 - <http://mobiready.com>
 - <http://validator.w3.org/mobile/>
- Firefox User Agent Switcher
 - <https://addons.mozilla.org/en-US/firefox/addon/59/>

Tracking Usage Stats



- <http://www.statcounter.com>
- <http://www.google.com/analytics/>
- What to look for
 - Overall usage
 - Visitor location
 - Devices used
 - ...all the usual stats

Tracking Usage Stats: Overall Use



Tracking Usage Stats: Location

The screenshot shows the StatCounter website interface for 'Chelmsford Mobile (City)'. The page displays a table of visitor locations with columns for Num, Perc., City, Region, and Country Name. A sidebar on the left contains navigation links for various statistics and SEO tools. The browser window title is 'City (Chelmsford Mobile) - Mozilla Firefox' and the address bar shows 'http://statcounter.com/project/standard/city.php'.

Chelmsford Mobile (City) 1st May 2011 19:33:36

Your log size of 500 has 500 entries. [Upgrade to 5,500 for just \\$5 a month.](#)

Country | [State/Region](#) | [City](#) | [ISP](#)

Num	Perc.	City	Region	Country Name
87	17.40%	Chelmsford	Massachusetts	United States
63	12.60%	Lowell	Massachusetts	United States
59	11.80%			United States
38	7.60%	New York	New York	United States
21	4.20%			United Kingdom
21	4.20%	Westford	Massachusetts	United States
17	3.40%	Petoskey	Michigan	United States
15	3.00%	Norfolk	Virginia	United States
12	2.40%	Peabody	Massachusetts	United States
8	1.60%	West Hartford	Connecticut	United States
7	1.40%	Bedford	Massachusetts	United States
7	1.40%	Holyoke	Massachusetts	United States
6	1.20%	North Chelmsford	Massachusetts	United States
5	1.00%	Atlanta	Georgia	United States
5	1.00%	Stockton	California	United States
5	1.00%	Coxsackie	New York	United States
5	1.00%	Fort Worth	Texas	United States
5	1.00%	London	London	United Kingdom
5	1.00%	Denton	Texas	United States
5	1.00%	Springfield	Massachusetts	United States
4	0.80%	Wayland	Massachusetts	United States
4	0.80%	Chelmsford	Essex	United Kingdom

STATISTICS

- Summary
- Popular Pages
- Entry Pages
- Exit Pages
- Came From
- Keyword Analysis
- Recent Keyword Activity
- Recent Came From
- Search Engine Wars
- Exit Links
- Exit Link Activity
- Downloads
- Download Activity
- Visitor Paths
- Visit Length
- Returning Visits
- Recent Pageload Activity
- Recent Visitor Activity
- Recent Visitor Map
- Country/State/City/ISP
- Browsers
- System Stats
- Lookup IP Address
- Download Logs

SEO SPONSORS

- Top 10 Search Listing
- 48 Hour Google Listing

Tracking Usage Stats: Devices

The screenshot shows the StatCounter website interface. The browser window title is "Drill Down [Chelmsford Mobile] - Mozilla Firefox". The address bar shows the URL: http://statcounter.com/project/standard/drill_down.php?resolution=0. The page title is "Drill Down (Chelmsford Mobile)" and the date/time is "1st May 2011 19:36:25".

On the left, there is a "STATISTICS" menu with various options like Summary, Popular Pages, Entry Pages, etc. The main content area shows a table of usage statistics for the selected project.

STATISTICS

- Summary
- Popular Pages
- Entry Pages
- Exit Pages
- Came From
- Keyword Analysis
- Recent Keyword Activity
- Recent Came From
- Search Engine Wars
- Exit Links
- Exit Link Activity
- Downloads
- Download Activity
- Visitor Paths
- Visit Length
- Returning Visits
- Recent Pageload Activity
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Drill Down (Chelmsford Mobile) 1st May 2011 19:36:25

Your log size of 500 has 500 entries. [Upgrade to 5,500 for just \\$5 a month.](#)

IP Address	Browser	OS	Resolution	Returning Count	Entries
68.163.250.35	iPhone 0	iOS	Unknown	0	11
108.7.54.82	iPhone 0	iOS	Unknown	0	11
24.62.143.234	Android 0	Android	Unknown	2	10
71.232.126.142	iPhone 0	iOS	Unknown	0	9
98.216.206.242	iPhone 0	iOS	Unknown	0	8
157.93.11.69	BlackBerry 0	BlackBerry OS	Unknown	1	7
69.78.133.85	Polaris 0	unknown	Unknown	0	7
24.41.20.37	iPod Touch 0	iOS	Unknown	3	5
65.91.117.73	NetFront 0	unknown	Unknown	0	5
98.216.202.187	iPod Touch 0	iOS	Unknown	0	5
174.253.241.57	Android 0	Android	Unknown	0	5
65.91.116.34	Openwave Mobile Browser 0	unknown	Unknown	0	5
166.199.38.70	IEMobile 0	Windows Phone	Unknown	0	4
24.62.142.112	iPhone 0	iOS	Unknown	0	4
174.254.162.181	Android 0	Android	Unknown	0	4
66.31.104.6	iPod Touch 0	iOS	Unknown	0	4
174.252.39.244	Android 0	Android	Unknown	0	4
71.235.173.89	iPod Touch 0	iOS	Unknown	0	4
66.31.217.254	iPhone 0	iOS	Unknown	0	3
81.154.6.199	iPod Touch 0	iOS	Unknown	0	3

Pages (12): [[1] 2 3 ... Last] NEXT »

THANK YOU

Slides and
more info
available:

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