

websitesforlibraries

affordable options for  connecting libraries and their patrons.

Free Website Consultation!

Contact Sarah Bagwell
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**Is your library website difficult to keep current?
Is it cluttered, outdated graphically or generally a
bit embarrassing?**

We can help.

Three years in development, websitesforlibraries.com is not a template, but an original design from the award-winning team of Miranda Creative, Inc., meant to reflect the unique personality of each library.

After working with regional libraries since 2005 on a variety of projects, we discovered the universal need for websites that are graphically engaging, technically competent, flexible and easy to maintain for libraries with a variety of resources.

The inspiration for websitesforlibraries.com came from an unexpected source — a modular homebuilder associated with our parent company. This long-standing and respected builder had developed a system to keep homes affordable. By organizing buyers to make a series of decisions prior to beginning the construction process, costly labor fees and change orders were avoided. We applied the pre-planning logic as a way to be more efficient in building websites. Plus, we've developed a menu of options that you can add to our basic package to create a custom site for your library and your patrons now, or in the near future, as more resources become available.

Are you ready for a new website? If the answer is yes, then you've made the first decision necessary to start the process. Settle in for there's a number of other decisions you need to make, but you won't be making them alone. We'll be with you and your team, every step of the way including:

- **Intake Meeting/Strategic Session**
Let us get to know you and discuss your goals for your website.
- **Pre-Development & Planning**
We assist you in determining the "framework" of your website. Planning is considered the most crucial stage - here we analyze the structure and the organization of the information.
- **Content Review & Management**
Make sure you are relaying the right message to your target audience. Content should answer your audience's questions, resolve a problem, keep visitors interested and contain key words and phrases for search engines to index.
- **Website Maintenance**
Ever think that maintaining your website could be simple? We offer a variety of options, including Adobe Contribute and CMS (Content Management System).

- **Design & Development**
Deliver a good 1st impression. Not only do you want your website to look nice, it has to function properly as well. Your goals should be: intuitive navigation, images that load quickly, visitors that find what they're looking for, accessibility for disabled individuals, accessibility between browsers, search engine optimization and visitor statistics.
- **Beta/Feedback**
You'll have a chance to review your site at it's development stage on our local servers. At this stage, you'll have a "real-time" view of the site to tweak and edit as necessary.
- **Pre-Launch Training**
We provide training for self marketing.
- **Launch!**

For more information about each of these steps and our system for guiding you through the process visit: websitesforlibraries.com.

VALUE-ADDED ELEMENTS AVAILABLE:

- Submit Forms (employment application, similar)
- Fillable PDF with email function
- Donate Online Option with PayPal
- Email Marketing (e-newsletter, e-promotions, e-cards)
- Flash Elements & Photo Galleries
- Interactive Event Calendar
- Interactive Blog (blog integration)
- Web Development for Mobile Devices
- Chat Function

ADDITIONAL SERVICES WE OFFER:

- Web Hosting
- Website Maintenance
- Stock Photography and/or custom photo shoot
- Website Copywriting to enhance search engine visibility

OUR LIBRARY CLIENTS INCLUDE:

Ridgefield Public Library, West Hartford Public Library, Stonington Free Library, Wethersfield Public Library, Thompson Public Library and the Connecticut Library Consortium.

**Ask us
about our
Social Media
Package!**



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MIRANDA CREATIVE