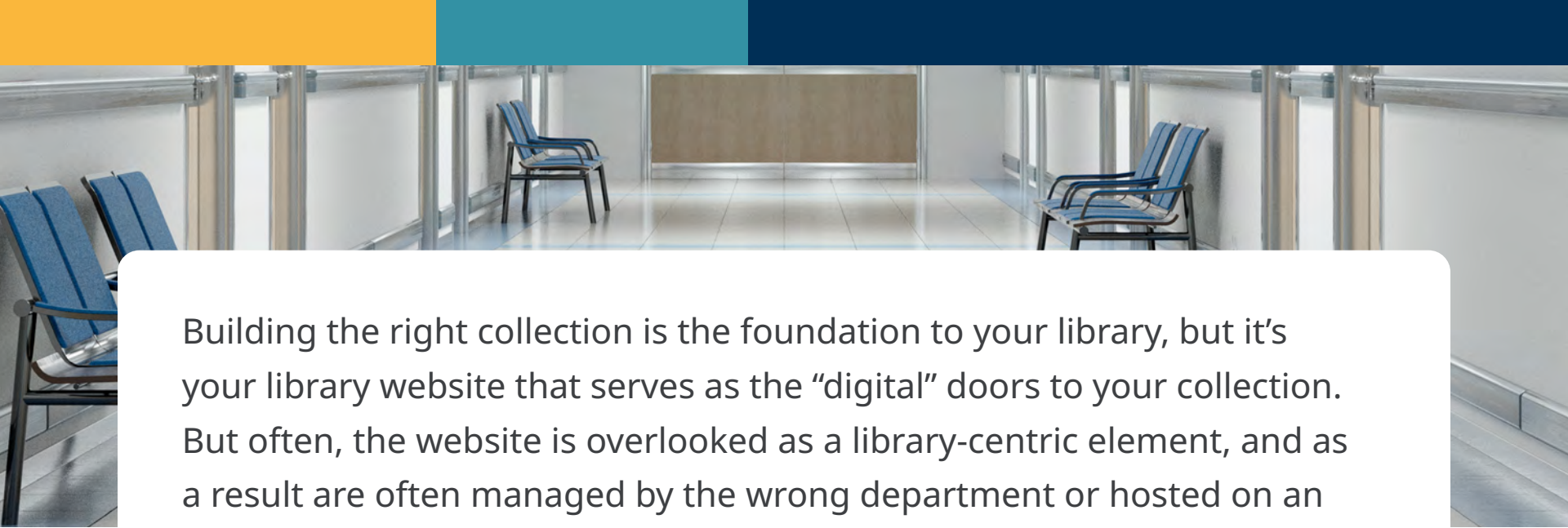


The background image shows a bright, clean hospital room. In the foreground, a hospital bed with a patterned mattress and a white pillow is visible. Behind the bed, there is a small round white table with a basket of pink flowers on it. Two blue chairs are positioned around the table. A large window with blue curtains is in the background, offering a view of a suburban neighborhood with houses and trees. The room has white walls and a light-colored floor.

# How to Build the Case for a New Medical Library Website

**EBSCO** Stacks  
[www.ebsco.com/stacks](http://www.ebsco.com/stacks)



Building the right collection is the foundation to your library, but it's your library website that serves as the “digital” doors to your collection. But often, the website is overlooked as a library-centric element, and as a result are often managed by the wrong department or hosted on an incomplete platform. This “mis-ownership” can lead to unexpected costs, technical issues and overall dissatisfaction with your library website.

As the staff of the library, you should also have **ownership over the library website**, ensuring that every integration, search configuration, content zone and banner created and set live news feed can be quickly updated by you.

Building a business case for this type of ownership may seem like a difficult dance. **This guide can help.**



# Why Does Your Medical Library Website Matter?

Layers of pages and links make it difficult for users to navigate to the resources and services they need. In order to remain relevant to end-users, your library must be a place that they can easily connect to and find what they are looking for. Even the best libraries with the best content can fall short if the user experience of the library website is sub-par.

In addition, if your medical team does not have administrative access to the website and must rely on other departments to make changes, then content, integrations and timely (and needed) changes are constantly at risk.

If your library website is designed well, follows user experience (UX) best practices and is maintained by the library team, it ensures that users will know where to click, search and navigate to find exactly what they are looking for – no matter the device they are on.

# Elements for a Successful Medical Library Website

## Aesthetics is Key

Implementing a content management system (CMS) built on user experience best practices will incorporate the best of UX both on the front-end and on the administrator-end.

### Search Front and Center

Users have been conditioned through their own personal web experiences to expect a search box, front and center. This natural expectation will also be applied to your library website.

### Scannability

Users eyes tend to follow an [F-Shape](#) pattern — scanning across the top first, then down the middle and finally partially through the middle of the website. When it comes to optimizing your library website for “scannability,” think about the most important items and resources to your users and arrange in that pattern.

### Simplicity

A website with clear, simple, active language aims to help users understand what the site offers and what actions they can take on the website.

### Organization

Content hierarchy as well as options for search configurations allow your library to tailor the website to users based on their interactions and present resources in an easily digestible way.

# Be Where Your Users Are

Mobile and table usage has continued to climb, with [reports](#) citing that Internet usage by these devices has finally exceeded that of desktops.

Building a mobile-friendly library website means that you are remaining relevant and responding to your users' needs.

## **What is a Mobile-First Strategy?**

A mobile-first strategy means a few things:

First, that your website is designed for a smaller screen and features and content are then added for larger screens.

Second, displayed elements should respond to the user's behavior based on their screen size as well as the platform they are using (think Android vs. iOS). A mobile-first strategy also takes into consideration how a user is accessing a website. For example, "heavy" design elements like sliders, videos, will slow down the load time of your website and will become more bothersome.

# Improving the ROI

A library-centric CMS platform which builds your website will raise usage of your collection through key integrations but taking this platform a step further to have a user-friendly administrator dashboard gives time and effort back to your staff (think, no more IT requests). Let's explore more in detail.

## Integrations

Core library integrations such as discovery or internal repository should fall under a plug-and-play approach within your CMS platform. This helps to avoid unexpected costs, risks and custom development work saving your department time and money development.

## Self-Service

A dashboard-driven interface empowers staff to create brilliant and engaging content with ease. The content management system should allow for you to promote programs and manage registrations in the same place people search, place holds, or access content.

## Sustainable

A product that is part of a subscription service means an annual license fee guaranteeing all your integrations will be maintained, software and hardware updates are taken care of and security remains at an industry best. This means platform maintenance is taken care of behind the scenes so you can focus without any surprise costs.

BB

“The Stacks content management system avoids the need for expensive customized custom development by incorporating tools that can be configured and populated by libraries themselves to produce a customized website.”

Marshall Breeding,  
*Founder, Editor at  
Library Technology  
Guides*

# Let's Get Down to Business

**This section will take you through the key stages and areas you need to consider as you prepare your business case.**

Before you start, are there any previous web projects you need to be aware of? If they have not been successful, then make sure you factor in any lessons learned into your own business case and project plans. And look for any internal expertise that you can make use of.





# Objectives

By the time you start writing your business case, your high-level objectives – **the goals you want to meet and the problems you need to solve** – should be clear. Failure to define your objectives will mean problems later, especially when working out costs. That said, as you engage stakeholders and maybe potential suppliers, for example, you might revisit and refine your objectives.



# Stakeholder Engagement

With any business case, identifying the key decision-maker and budget-holder is crucial. You will need to compose your central arguments and shape your proposal around those individual people, their capabilities and their responsibilities. The key stakeholder you identify will have a direct bearing on the form that your business case document eventually takes, in terms of format, structure, tone and level of detail. Stakeholder engagement isn't just something you do in the background to help your business case succeed. It should also be a section in your business case document, outlining the key areas of need and how your proposal meets them.

Identifying the primary stakeholders requires you to ask this question: "why is a separate library web strategy important?" And then you should consider to whom it matters most.

## **Stakeholder Examples:**

- Users (students and faculty)
- Operational Staff
- IT
- Senior Management or Business Case Sponsor

# Outline for a Successful Business Case

Once you're ready to produce your business case, you need to decide on the best format for the specifics of your organization and project. The likelihood is that you will have to write a formal proposal of some type. To structure your proposal, follow this checklist to make sure you have included sections that your stakeholders expect to see:

- Executive summary – Including a high-level summary of recommendations
- Introduction – Background information, objectives and problem statement
- Business drivers and anticipated benefits – Targeting the appropriate stakeholder type
- Fully quantified cost-benefit analysis
- Project overview
- Solution description, with options if applicable
- Timeline
- Budget
- Success criteria
- Recommendations

# Start with Stacks

Stacks is the first turnkey, responsive web platform with plug and play integrations and mobile apps connected in real time.

Empowering librarians to create world-class library experiences by bringing local content, catalogs, and electronic resources together, Stacks creates a seamless user experience on any device, anywhere.

## **A Seamless and Integrated Experience – On Any Device**

Stacks creates a modern “one stop shop” for library users. The platform brings the discovery experience into your library website with library collections, local content and services together in one place. Manage events, room bookings, locations, users, content creation and more through a single responsive interface.

## **Enhanced Search**

With several configurable search options and exclusive *EBSCO Discovery Service™* Integrations, the right resources and content will always be surfaced, helping to improve usage.

## **Sustainable Integrations**

All Stacks integrations are plug and play meaning there are no risks or costs associated with custom development. Stacks ensures industry leading maintenance and support when compared to any other unique implementations available.

## **Seamless Subscription**

One affordable annual license fee guarantees all your integrations will be maintained, software and hardware updates are taken care of and security remains at an industry best.

# Are you ready to build the case?

Your library is unique, which should be reflected by your library website experience. Stacks empowers you to create a world-class library experience – **all on your own.**

[Learn More](#)



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