Academic Library Website Design: Prerequisites, techniques and Content Creation by using WordPress
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ABSTRACT

Libraries are developing their services and practices with the aid of the World Wide Web. Now the libraries are extended in many folds and are of many types. The academic library is one of them. Academic libraries are provided with both traditional and digital resources and services. The best way to communicate about library services and activities to students, faculty, research scholars, and others is to design and develop a library website, which is one of the best practices for academic libraries. The present study has discussed the prerequisites, techniques, and content creation for academic library websites using WordPress.

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KEYWORDS: Academic Library, Website, Techniques, Content Creation, WordPress.

INTRODUCTION

Academic libraries fulfill three fundamental functions in the learning process. The first is to share costly resources both in terms of physical and human assets. The second is a cultural function in the preservation and organization of ideas. The third is the social and intellectual function of bringing people and ideas together. To provide all the traditional and electronic services, to the users the library should inform them about the services and facilities available in the library. The best way to give users information about the library and its services and facilities is to design and develop a library website. Designing an academic library website is the best practice for academic libraries. There are many steps involved in creating an academic library website. From understanding the prerequisites to implementing techniques to creating content, here is a step-by-step guide to building an academic library website with WordPress. The present study is mainly focused on the prerequisites, techniques, and contents for designing and developing an academic library website

OBJECTIVES

The present study has the following objectives:

- ✓ To identify the need to design Websites for an academic library.
- ✓ To discuss the techniques of website design.
- ✓ To explain the creation of content in the library websites.

NEED OF WEBSITE DEVELOPMENT FOR ACADEMIC LIBRARY

Nowadays, The web is recognized as the channel for extensively sharing information on the Internet. In the academic setting, researchers, students, and faculty members everywhere can access seemingly limitless amounts of data gathered from around the world. As a result, the World Wide Web is drastically altering most of our daily tasks and changing the general modes, means, and procedures of disseminating information. This is because anyone with minimal HTML knowledge can create an online website. A well-organized and informative library website consists of information about the library collection, staff, resources, working hours, different sections, activities, news and events, useful links, feedback facility, contact information, etc. Designing a website is an art and designers should follow all the guidelines while designing websites. It is one of the best practices that can be performed by academic libraries. A user-friendly the library website is very essential in this digital age, as it keeps users informed about library resources and services.

ABOUT WORDPRESS

Almost a third of all websites, ranging from simple individual blogs to intricate corporate ones like those of Sony, the New York Post, and NBC, are powered by WordPress. WordPress enables proficient users to operate at a high level even without coding or programming experience. WordPress is used for running small businesses, working on complex sites for major international corporations, and starting personal blogs. WordPress websites can host social networks, groups, podcasts as well as portfolios, and full-service e-commerce storefronts.

BENEFITS OF USING THE WORDPRESS PLATFORM:

- **Simple and Employ**
- There's no need to engage a professional to handle the website because WordPress dashboards always appear the same. There are numerous themes to choose from. There are many WordPress themes available online to select from based on your needs.
- **Plugins to increase the capabilities**
- Simply install the necessary plugin to give the website or blog more capabilities.
- **Integrated Remarks**
- The users can leave a comment on any post with WordPress. There is a large selection of commenting plugins.
- **The capacity to speak in multiple languages**
- The designer can construct multilingual websites with WordPress with the help of its built-in multilingual capability.
- **Possession and Authority**
- The designer and developer are in complete control and ownership of the website when using WordPress. They have the option of hosting it on their server or with a different hosting company.
- **Themes for WordPress**
- Themes used in WordPress are mobile responsive and are made to be user-friendly on a variety of screen sizes and devices, so the website will look and work great on them.
- **Integrated Remarks**

- The users can leave a comment on any post with WordPress. There is a large selection of commenting plugins.
- **Optimization of Search Engines**
- Numerous plugins are available to automatically optimize blogs for search engines.

PREREQUISITES FOR WEBSITE DESIGN

It doesn't take a technical wizard to set up and launch a website powered by WordPress in a matter of minutes. A domain name and a web hosting account are all that are required for use. The main prerequisites are:

- **Understanding User Needs:** Identify the primary audience (students, faculty, researchers) and their information needs.
- Consider accessibility requirements for users with disabilities
- **Domain Name:** We need to get a domain name so that we can create any websites. In the case of academic libraries, the real name of the institute or library (such as "smd library") and the domain (such as ".com" or ".org") makes up the two primary components of a domain name. They come together to form a whole domain name, like "smdlibrary.com." A recognized domain registrar must be used to register domain names. By paying a registration fee, individuals or organizations can reserve a domain name for a predetermined amount of time (often in annual increments). To keep ownership, domain names must be renewed regularly. They might become accessible for registration by others if they are not renewed**.**
- **Hosting Plan:** The service that enables people or businesses to make their websites available online is known as website hosting. The web hosting company provides the space necessary to keep the files, data, and other content that you create for a website. For choosing any hosting plan first the following factors have to be considered:
  - ✓ website's requirements,
  - ✓ expected traffic,
  - ✓ technical expertise, and
  - ✓ budget.

TECHNIQUES FOR WEBSITE DESIGN

The following techniques have been adopted for website designing using WordPress.

User-Friendly Navigation: Create a clear and easy-to-understand navigation structure.

Theme Selection: A theme in any website design is an essential step for customization. The most commonly used themes are: Newsmatic, Ogma Blog, Ultra, Storefront, Parallax, Feltmag, Split, Authority Pro, Spencer, OceanWP, etc.

Multimedia Integration: Engage users with images, videos, and interactive elements. Speed up loading times with optimized multimedia.

Social Media Integration: Encourage sharing and engagement with social media buttons. Display feeds/links to the library's social media accounts.

Security Measures:

- ✓ **Plugins installation:** The most commonly used plugins are as follows:
- ➢ All-in-One WP Migration

> ➤ Elementor
> ➤ Envato Elements
> ➤ Essential Addons for Elementor
> ➤ Magical Addons for Elementor
> ➤ MetaSlider
> ➤ WP News and Scrolling Widgets
> ➤ Starter Templates — Elementor, WordPress & Beaver Builder Templates

CONTENT CREATION

- The following are the contents that can be created on academic library websites.

- Home Page: It includes important notifications, events, and resources that highlight search bar for easy access.

- About the Library: The details about the library its establishments, aims and objectives, resources, etc.

- Resource Page: Organize resources by subject, category, or type. Provide clear descriptions and direct links to databases, catalogs, and digital collections.

- Events and news: Keep an event calendar for upcoming library activities. Update the news section regularly for announcements and updates.

- User Guides and Tutorials: Create guides for accessing library resources, citing sources, and using materials. Insert video tutorials for visual learners.

- Facilities & Services: This part contains facilities and services provided by the library

- Rules & Regulations: The important part that should be added to the library website is the rules and regulations of the library.

- Library Policy

- E-Resources

- Library Staff

- Library Timings

- Feedback: Implement a feedback system to gather input from users. It is useful for surveys or comments.
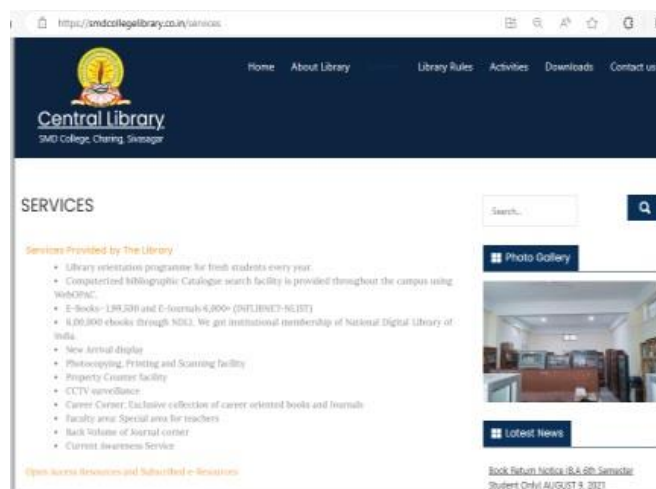
- Contact Information.

Image : View of SMD College Library website

CONCLUSION

Design and the development of user-friendly websites for academic libraries can guide users to use the library facilities. The academic library websites should be compatible with assistive technologies, audio and video content, links to electronic resources (both open access resources and subscribed e-resources), data about library collections, library service, facilities, events, important news, library rules and regulations, and researchers' services. Continuous feedback and improvement are also important elements of academic library websites. The library website should give priority to the user's information needs and requirements.

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