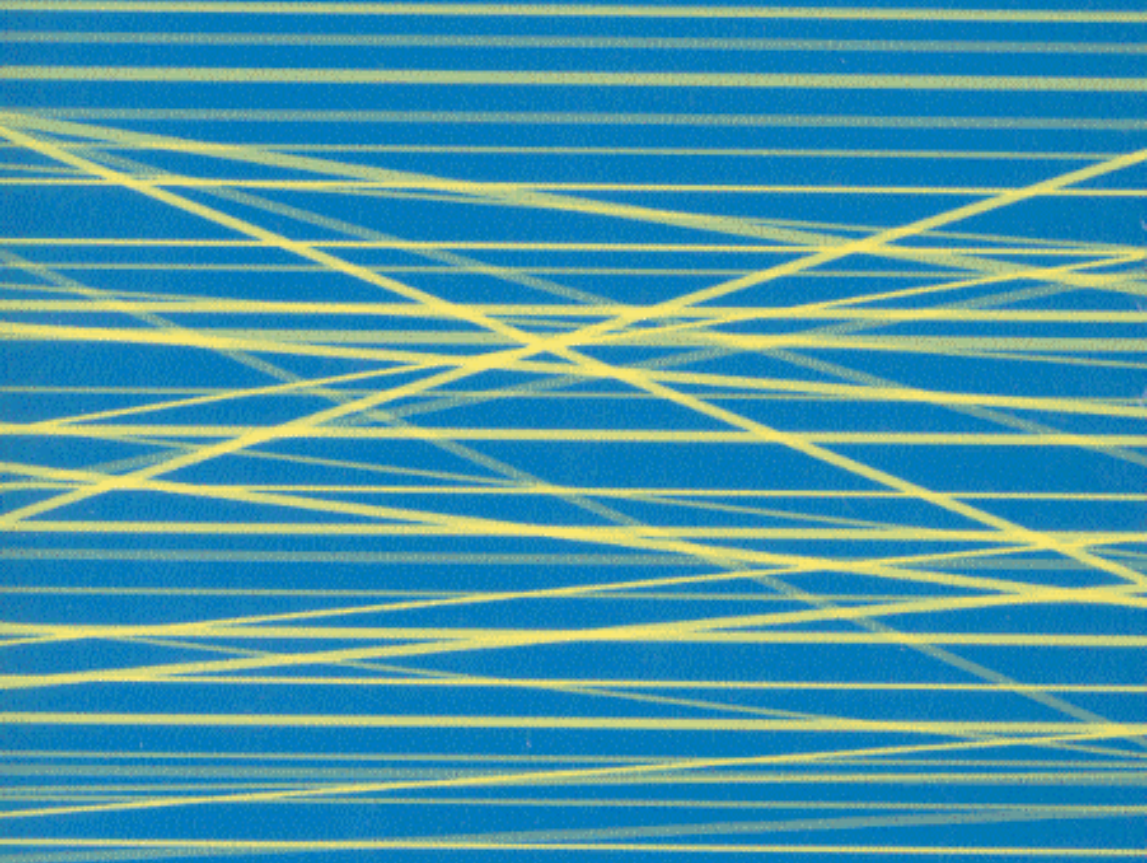
managing your

internet & intranet services

the information professional's guide to strategy



PETER GRIFFITHS

2nd edition

Contents

Introduction: the everyday internet vii

1 The internet revolution 1
The importance of the world wide web 1; Who uses the internet? 4; Telling or selling? 6; Intranets and extranets 8; What is happening to the technology? 8; Summary 10; References 11

2 LIS professionals and the web 13
Why have LIS professionals become so important? 13; A natural role for LIS professionals 14; Too much opportunity? 17; More skills of the LIS professional 18; Summary 22; References 23

3 Getting on the web 25
Why have a website? 26; Who is your audience? 27; What is the purpose of your site? 29; Pitching the level right for your target customers 33; Resource issues: recruitment and training 35; The web and your business strategy 36; Using business analysis to keep your strategies aligned 37; Handling e-mail 37; Summary 38; References 38

4 The business case for creating a website 39
Making the business case 40; Reasons for creating a website 40; Publicizing the organization – the 'shop window' website 41; Doing business through e-commerce – the 'market place' website 50; Communicating with customers and other interested users of your site 53; Providing information 53; Other reasons to have a website 54; Selling the service to the organization 55;

Reporting back to the organization 56; Summary 57; References 57

5 The webmaster and the web team **59**
What is a webmaster? 59; Building the website team 63; Freelance work on the web 65; Skills and qualifications of the webmaster 66; Holding on to your investment 67; Future prospects for webmasters 71; Training 71; Advertising for a webmaster 72; Summary 73; References 73

6 Populating and organizing your website **75**
What makes a good library website? 75; Organizing your website 79; How to annoy people with your website 80; The top ten features of library websites 84; References 87

7 Managing technical service provision **91**
The 24-hour web and your library website 91; Using an ISP or doing it yourself 93; In-house or outsourced? 96; The increasing complexity of websites 98; Going outside your organization 99; What will you outsource? 99; Usability 102; Reaching an agreement with a supplier 103; Summary 108; References 108

8 Managing registration, publication, design and accessibility **111**
Choosing and registering domain names 111; Some hazards of domain name registration 117; Authoring tools 123; Publishing a site in languages other than English 126 Making your site accessible to all your users 129; Designing for different browsers 131; Getting your site known inside and outside the organization 132; What are people looking at? 139; Summary 140; References 140

9 Managing website content **143**
Setting out the content 144; Keeping your website up to date 144; Acceptable use policies 148; Some other issues 150; Writing for the web 152; Copyright and intellectual property 156; Links to other websites 158; Image thieves 162; Some other legal considerations 164; Using software to manage content 165; Archiving your site 166; Discussion groups and chat rooms 168; Weblogs 170; A cautionary tale 175; Summary 176; References 176

10 Your intranet **181**
Why intranets? 181; The potential of intranets 182; The uses of intranets 183; Intranets and the library and information service 186; Intranet portals 187; The knowledge management intranet 188; Some other intranet facilities 191; Acceptable use policies for intranets 192; Managing your intranet 193; The business benefit of having an intranet 193; Application service providers 194; Extranets 195; Summary 196; References 196

11 Developing your website **197**
Keeping your website up to date 197; Monitoring your site 200; Keeping up with change 201; New web technologies 203; Summary 204; References 204

12 Golden rules of web page content **207**
The golden rules 207; References 212

13 Resource list **215**
Further reading and references 215; Common terms and additional notes 225

Index **237**