



▶ CASE STUDY

# Westerville Public Library

**MISSION:** To provide materials, programs, and services to residents of all ages in Franklin and Delaware counties to assist in the pursuit of information and resources to meet their educational, professional, and personal needs.

**FOUNDED:** 1930

**PROJECT:** Website Redesign

**SITE:** [westervillelibrary.org](http://westervillelibrary.org)



# Westerville Public Library

## COMPANY OVERVIEW

Since 1930, the Westerville Public Library has represented the belief that the best service always reflects the customers' wishes. The library is an important part of the past, an integral part of the present, and an essential part of Westerville's future.

## CLIENT SITUATION

Westerville Public Library (WPL) was using an outdated, static website with disjointed third-party databases. They hoped to achieve a complete website design that was modern and engaging to users, yet easy to maintain and customize. According to Tamara Murray, Marketing Manager at Westerville Public Library, "We're more than just a building with books – we offer events, a wide variety of resources, and staff excited to help you learn." Murray continued, "It was a key requirement that our new website not only engage users, but make it easy for people to discover all that the library has to offer."

After evaluating firms local to Columbus, WPL partnered with Bonfire Red, a digital branding and design studio, and AWH to translate their vision into a dynamic website. "It was obvious that Bonfire Red and AWH had a passion for the project, a clear sense of direction, and the technical expertise to guide us through a complex redesign," said Murray.

## BENEFITS

Since the website launch in 2014, Westerville Public Library has experienced the following benefits:



### IMPROVED EFFICIENCY & USABILITY

"When discussing our vision for the website, we wanted a content management system (CMS) that was easy to use," explained Murray. "With the new website's CMS, we can add and refresh content anytime we like without the need for a developer. This allows us to easily build upon our existing catalog and add resources that interest our users."



### DEEPER USER ENGAGEMENT

With the new website, WPL has revolutionized how it engages its audience. "When someone conducts a search, that person not only finds books in our database, they may also see that the author is coming to visit next month," said Murray. "This creates a deeper level of engagement that keeps users coming back to the library."



### INCREASED DISCOVERABILITY

One of the most challenging components was creating a cohesive search from numerous third-party databases. "We wanted to increase discoverability," explained Murray. "With global search, users no longer need to conduct individual searches. All data populates through the main catalog."

