



## *San Francisco Public Library*

**For Immediate Release**  
March 1, 2010

**Contact:** Michelle Jeffers  
(415) 557-4282; [mjeffers@sfpl.org](mailto:mjeffers@sfpl.org)

### **Bookmark Our New Web Site**

#### *San Francisco Public Library Re-launches sfpl.org*

After two years of planning and design, San Francisco Public Library is pleased to unveil its new Web site at *sfpl.org*.

The new site is intended to be more user friendly and inclusive; it provides a variety of formats to locate online information from SFPL. For example, the online catalog of materials, with a query box located in the upper right hand corner of the Web site, enables patrons to search for materials using either the classic catalog or the new Explore catalog which leverages Web 2.0 technology to offer more items related to a search.

“Among the major new enhancements to our Web site is the ability to offer a wealth of online resources and information to our diverse community, thanks to translated versions of web pages in Spanish and Chinese,” said City Librarian Luis Herrera.

SFPL staff devoted time to studying the needs of its patrons and the development of Web 2.0 features and then worked with Desite Design, a San Francisco web development firm, to execute and deploy the new online presence.

The overall site offers a more modern display of information intended to keep library patrons and online visitors better informed about the variety of collections, programs, services and calendar of events provided by San Francisco Public Library.

New links enable all to obtain quicker access to information such as dynamic listings of events linked by branch or by series of interest. Links on each event page make it easier to share information from the calendar. Users also can learn about current highlights at the library through a series of rotating spotlights on the home page.

Online visitors can find information about the branches in the SFPL system by clicking to a dedicated page for each branch. The site also offers Library podcasts and videos and new photo gallery features. To enhance the user experience, the site is programmed with print settings that avoid wasting paper and the ability to change text size for readability.

The children’s section of *sfpl.org* was also redesigned. The colorful and engaging kid’s site includes a cable car, a seal, Sutro Tower, the Golden Gate Bridge and of course the city’s ever-present fog. Desite worked with illustrator Shawn Rosenberger to create a colorful and interactive area that is very distinct from the main site.

###