

Hello, everyone. My name is Nora Wesselman and I'm the Missouri Ploud Project Coordinator here at the Missouri State Library.

This video: I am going to show you how to make your website more discoverable on the Internet

I will show you how the summaries on your website affect how your website appears in Internet searches, how to set up your Google business profile, and where to put links to your new website.

The first way to make your website more discoverable on the Internet is to add summaries to your menu folders and pages

On your website, go to any of your pages and go into edit mode. The summary section is the second box on the page.

Make sure you include important keywords and summarize the contents of the page.

For an example of what this looks like, let us search for Oregon County.

When I search for the library its entry appears in the results. Under the name lists the summary that Google has found.

If we click on the link and go to their website, we see that it took the summary from here at the top of the page.

A good summary catches the attention of a patron includes important keywords and a summary of the contents on the page.

You can also control how you appear on Google with a Google business profile, go to [Google.Com/business](https://www.google.com/business/), then click the manage now button, either in the middle of the screen or in the top right.

It will either prompt you to sign into a Google account or bring you to this screen.

You can then search for your library's name, then you can select it from the drop-down menu. Make sure it has the correct address.

It will then ask you to verify that you that you own this business and it will call you with the code that you can enter. You can then enter or confirm information, such as your contact information and your library hours. Once you are all set up, you can also add your website Url.

Once it is finished, it should look something like this.

This is Shelby in a Carnegie's library. They added a photo of the front of their library, so patrons can recognize it, they have their hours displayed, and here is a button that links to their website.

It may take a few days to see changes made on Google as Google reviews anything before they make it public

Also, make sure to update any currently displayed website information on other pages, such as Facebook

For Facebook Log on to your library's web page and scroll down to the about us section. You will either have a line to enter the website, or a pencil over to the side to update the Url.

When entering your url, make sure you add the https: and two backslashes before entering your website Url.

Once you are done, click on the X, and it should say changes have been saved.

You can then click on the link to ensure that it and test that the link is going to your website.

If your area has a city or county website check and see if they have a page or node for your library. See if any information needs updated and request to add the new website link.

Finally, make sure any vendors you work with, such as Evergreen, MOREnet, Amigos, or Mala know of your website change so they can update their contact information.

That is all I have to show you in this video. I hope you found this small presentation helpful. I have my contact information here, as well as Janet Caruthers, who works with me on this project. If you have any questions or want any more information, feel free to reach out to either one of us. Thank you for watching, and have a great rest of your day.