

## **Five Sparrows Announces New, Feature-Rich Web Site for Novi Public Library**

HARTLAND, MICHIGAN, August 26, 2008 — Five Sparrows, LLC is pleased to announce the launch of a newly redesigned and upgraded web site for Novi Public Library, located in Novi, Michigan. The new site includes a state-of-the-art CSS-based navigation system, a new design and layout, improved information organization, and one-click access to a variety of online databases and library resources.

“We are really excited to launch the new web site for our patrons and the community,” said Kelly Kolchuk, Head of Youth and Teen Services at Novi Public Library. “This new site makes it easy for our users to find information and access the many resources available to them online through the library.”

The new web site also provides access to NetLibrary’s audiobook database, which enables Novi Public Library cardholders to download audiobooks from the Novi Public Library web site, then listen to them on their desktop computers, laptops, and a variety of other portable devices. A downloadable video collection featuring hundreds of hours of videos such as classic movies, children’s videos, and do-it-yourself programs, is also available from the new site.

“The new Novi Public Library web site is very user-friendly and easy to use,” said Lauren Hobson, President of Five Sparrows. “The Novi Library staff is very committed to bringing users the best web experience possible, and this new web site combines useful, well-organized information with modern functionality that will benefit users of all ages.”

Other features include RSS feeds for new books, children’s books, and newly released DVDs and CDs available at the library, as well as a custom three-resource search feature that lets users search the Novi Library web site, the library’s online catalog, or the entire web from the top of each web page. The new web site is also fully integrated with The Library Network, a public library cooperative serving 65 libraries in southeast Michigan that offers advanced information searching and online accounts.

The Novi Public Library project also included the development of a corporate intranet for staff that mirrors the new web site’s look and feel. The intranet will provide a central location for commonly used materials and data, and will help staff maintain documents and information across many of the library’s internal departments. The intranet also includes a custom three-resource search feature that allows the staff to search multiple information sources.

### **About Novi Public Library**

Novi Public Library provides the resources and programs to support the educational, cultural, informational and recreational needs of its diverse community. It is a center of community activity and a source of local pride that fulfills the needs of the community in a comfortable, user-friendly, well-staffed facility capable of adapting to change. The library is located at 45245 W. Ten Mile Road in Novi, Michigan. For more information, call 248-349-0720 or visit our new web site at <http://www.novilibrary.org>.

### **About Five Sparrows, LLC**

Five Sparrows provides web sites and marketing services for small businesses and non-profit organizations, featuring custom-designed, purpose-built web sites (no template sites – ever!). Services include new web site development, web site redesign services, search engine optimization, web marketing and e-newsletters, and custom “always-on” marketing programs that combine web site services and other marketing initiatives into a convenient, affordable program. Five Sparrows is located in Hartland, Michigan. For more information, call 810-923-1874 or visit <http://www.fivesparrows.com>.

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