

Presenting Library Information on the Web in Spanish

PNLA 2006, Kristen McKee, Multnomah County Library System, Portland, Oregon

Some questions we asked when creating our website in Spanish

Target Audience

- Who is our target audience of Spanish-speakers?
- Do they have Internet access? Are they already aware of our site, or do we need to market it? If so, how?
- How do we find out what information needs they have?
- Is the web the best way to reach them?

Content

- What information do we expect people to look for in Spanish on our website?
- What additional information do we hope to provide in Spanish on our website? What library services do we hope to promote?
- How can the content in Spanish on the website be most useful to English speaking staff in responding to reference and IRR?
- Do we have a style sheet or glossary that governs content of printed materials? Will this also apply to the website?
- What do we already have in Spanish? What needs to be translated? What is the process for deciding what needs translation?

Staff

- Do we have bilingual staff at our library who are sufficiently skilled at copywriting, translation, editing and proofreading, website maintenance?
- Will those staff members have worktime set aside for the duties required to create and maintain our site in Spanish?
- Do we have funds for outsourcing additional translations? How will we decide who does what translation?

Technology

- What additional tools and/or software does our site depend on (style sheets, dynamic content creation (.cfm, .php, .asp), content management or database driven pages)?
- Do we have bilingual staff skilled in working with your current technology?
- Are there training opportunities for staff to get up to speed in using that technology?
- Can our technology handle special characters that are part of the Spanish language?

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This information from:

<http://webdesign.about.com/library/blhtmlcodes-sp.htm>

The following list includes the HTML codes for Spanish characters not in the standard character set. Not all browsers support all the codes, so be sure to test your HTML codes before you use them.

Friendly Code	Numerical Code	Display	Description
Á	Á	Á	Capital A-acute
á	á	á	Lowercase a-acute
É	É	É	Capital E-acute
é	é	é	Lowercase e-acute
Í	Í	Í	Capital I-acute
í	í	í	Lowercase i-acute
Ñ	Ñ	Ñ	Capital N-tilde
ñ	ñ	ñ	Lowercase n-tilde
Ó	Ó	Ó	Capital O-acute
ó	ó	ó	Lowercase o-acute
Ú	Ú	Ú	Capital U-acute
ú	ú	ú	Lowercase u-acute
Ü	Ü	Ü	Capital U-umlaut
ü	ü	ü	Lowercase u-umlaut
«	«	«	Left angle quotes
»	»	»	Right angle quotes
¿	¿	¿	Inverted question mark
¡	¡	¡	Inverted exclamation point