ABSTRACT

1. **Purpose**: An automated library aims at having its home page or web site in order to present itself and its services to the users who increasingly prefer to interact electronically with the information resources available. A well-arranged and logically constructed home page that includes relevant information and attractive background will give the user a positive experience and possibly stimulate into future use. The purpose of this study is to evaluate the university library websites of West Bengal from librarians’ perspective. It includes analysis of the design and information content of the library websites.

2. **Design/methodology/approach**: A web-based survey was conducted to identify and evaluate the contents of the library web sites and self-evaluative method has been adopted for the collection of primary data. An evaluation criterion (Checklist) has been designed on the basis of certain pre-defined parameters, followed by evaluation of the library websites on the basis of the designed evaluation criteria. Comparative study among different library websites under study have been made at the end.

3. **Findings**: Need for improvement of the website was realized in terms of efficiency, effectiveness for better usability. The need to enhance the visual appeal of the website was felt. The majority of the university libraries are found to be working in the conventional library settings without much effect of Web 2.0 applications.

4. **Research limitations/implications**: University library websites should utilize a more diverse range of tools at the design stage to collect evaluation data. All stakeholder roles need to be clarified, and line managers require additional support.

5. **Originality/value**: This is an assessment of the existing information available in the university library websites of West Bengal. The study presents an innovative multi-method approach of website evaluation considering six parameters: Appearance, Objective, Coverage, Content, Accuracy and Currency.

6. **Research type**: Descriptive, evaluative and survey based.

7. **Keywords**: University Library Website, Website Evaluation, West Bengal, Web 2.0.