

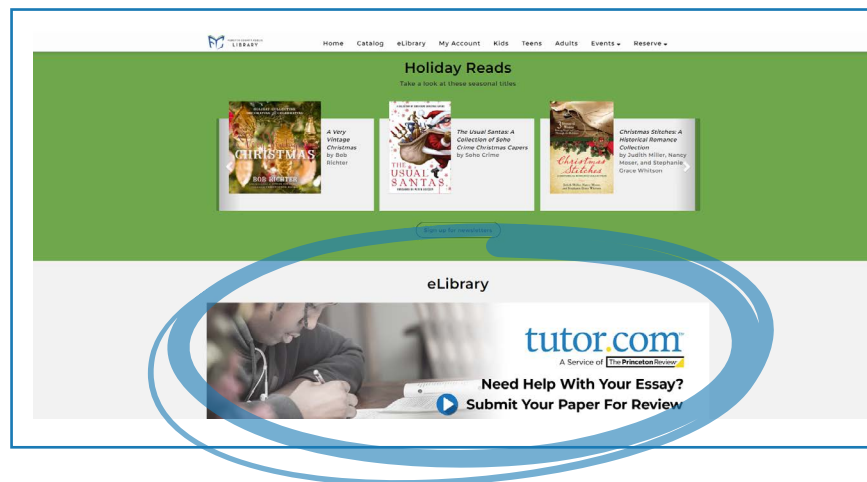
Tutor.com Website Placement Guide

Placing links to Tutor.com is the most critical step in sharing access to Tutor.com with your patrons. Below are the best practices to help you make Tutor.com easily accessible for your patrons.

Put links everywhere

Tutor.com serves several functions: tutoring, test prep, job search assistance, and parent & teacher support—just to name a few. It is utilized by kids and teens as well as adults. Therefore, be sure to place a link on each page that serves your different audiences. Some examples include:

- The most important place is on the home page carousel advertisement since it lowers the bar of entry for many patrons. Make sure to add the link here during back-to-school season, during your program's launch week, and during testing season. (See image at right)
- Top or side of navigation menus and "Quick Link" options (See image below)
- Kids'/Children's Page, especially if you already have Homework Help or Parent Resources pages
- Teens' Page, especially if you already have a Homework Help page
- eLearning, Research, and/or Resources page(s)
- Adult Literacy, Job, or Career page(s) (if offering Tutor.com's Adult Services)



Download & Stream



Hoopla



Kanopy



Mango
Languages



Newspaper
Archives



Scholastic
Teachables



TumbleBook
Library



Tutor.com



WVDELI

Make it visible & recognizable

Use the web graphics available on the Tutor.com [Partner Resource Center](#) to make your links easy to spot. We suggest using these standard Tutor.com graphics and digital media resources that match other Tutor.com promotional materials to help build recognition. Also, try to keep the links “above the fold” so that patrons do not have to scroll down to find them.

Tell them what it is

Some patrons may not realize that Tutor.com is different than scheduled, in-person tutoring. Include a short description of the service to enlighten them to all the ways Tutor.com can help them succeed! Here are some blurbs you may want to consider adapting for your use:

- Tutor.com provides on-demand academic tutoring, test preparation and writing assistance for students from Kindergarten to Adult in over 200 subjects. No appointment is necessary! Tutors are available 10:00am - 10:00 pm. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®’s DSAT®/ACT® Essentials for self-study any time.
- The Tutor.com Adult Learning & Career Center connects lifelong learners with expert tutors and career coaches in an easy-to-use online classroom. Get individualized job search assistance, resume writing help, or tutoring, including GED® preparation. You can also use their drop-off essay review, practice quizzes, video lessons, and The Princeton Review®’s GMAT®, GRE®, LSAT® and MCAT® Practice Tests for self-study. Tutors are available 10:00 am - 10:00 pm.

Show them before they connect

Include demonstrations on your website to help patrons better understand what the service is and to make them more comfortable trying something new. Consider linking to our [Tutor.com overview video](#). More helpful resources can be found on the [Partner Resource Center](#).

Contact our Client Care Team at clientsupport@tutor.com with any questions or for more suggestions on best practices to promote your Tutor.com service on your library website.