

# Help your patrons find Tutor.com in their moments of need with our **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 used 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:

- Top or side of navigation menus and “Quick Link” options
- Home page carousel advertisement at back-to-school time or during program launch week
- 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)

## **Make it visible & recognizable.**

Use the web graphics available on the Tutor.com Client Resource Center at [tutor.com/clientcarelib/graphics](https://www.tutor.com/clientcarelib/graphics) to make your links easy to spot. We suggest using these standard Tutor.com graphics that match other Tutor.com promotional materials in order 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 tutoring, homework help, test preparation and writing assistance for students in grades K-Adult in over 60 subjects. No appointment is necessary! Tutors are available [X:00 pm - X:00 pm]. You can also use their drop-off reviews, practice quizzes, video lessons, and The Princeton Review® SAT®/ACT® Essentials for self-study, 24/7.
- The Tutor.com Adult Learning & Career Center connects lifelong learners with expert tutors and career coaches in an easy-to-use, anonymous online classroom. Get one-to-one tutoring or job search assistance in over 60 subjects, including GED® preparation. You can also use their drop-off reviews, practice quizzes, video lessons, and The Princeton Review® GMAT®, GRE®, LSAT® and MCAT® Practice Tests for self-study, 24/7. Tutors are available [X:00 pm - X:00 pm].
- Connect online with an expert Job Search Coach to receive one-to-one, on-demand assistance with your job search. Tutor.com’s job search experts are available to help navigate online job sites, complete applications, write/review resumes and cover letters, and even practice for an interview! Coaches are available online from [X:00 pm - X: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](#) or the [Tutor.com practice classroom](#). More helpful resources can be found on the Client Resource Center at [tutor.com/clientcarelib](https://www.tutor.com/clientcarelib).

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