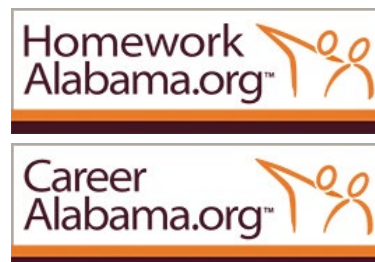


# Website Placement Guide



Placing links to HomeworkAlabama and CareerAlabama on your library website is the most critical step in sharing access to free online tutoring with your patrons. Read more to learn how to make these free services easily accessible to everyone.

## Put links “everywhere.”

HomeworkAlabama and CareerAlabama serve several functions: tutoring, test prep, job search assistance, and parent & teacher support—to name just 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 pages (for CareerAlabama.org links)

**NOTE:** All libraries should link to [www.HomeworkAlabama.org](http://www.HomeworkAlabama.org) and [www.CareerAlabama.org](http://www.CareerAlabama.org) for proper authentication.

## Make it visible & recognizable.

Use the web graphics available on the HomeworkAlabama Client Resource Center at [tutor.com/clientcarelib/al/graphics](http://tutor.com/clientcarelib/al/graphics) to make your links easy to spot. We suggest using these standard graphics that match other HomeworkAlabama and CareerAlabama 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 HomeworkAlabama tutoring is different than scheduled, in-person tutoring. Include a short description of the service to enlighten them to all the ways HomeworkAlabama can help them succeed! Here are some blurbs you may want to consider adapting for your use:

- HomeworkAlabama 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. You can also use their drop-off reviews, practice quizzes, video lessons, and The Princeton Review® SAT®/ACT® Essentials for self-study, 24/7.
- CareerAlabama 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 more than 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
- Connect online with an expert Job Search Coach to receive one-to-one, on-demand assistance with your job search. CareerAlabama’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

## Show them before they connect.

Consider linking to our the [online practice classroom](#) (powered by Tutor.com) where patrons can practice using the classroom themselves! More helpful resources are also available on the Client Resource Center at [tutor.com/clientcarelib/al](http://tutor.com/clientcarelib/al).

**Special Note:** There are some areas within the state that use IP addresses registered outside of Alabama. This can cause an access error for patrons. If you notice this error in your area, please post the following message with your HomeworkAlabama.org information: *If you receive an IP address error, please go to [www.whatismyip.com](http://www.whatismyip.com). Copy your IP address and send an email to [clientsupport@tutor.com](mailto:clientsupport@tutor.com) that says, “I live in [CITY/TOWN] in Alabama, and cannot access Homework Alabama. My IP number is [enter your IP address from website]. Can you please connect me?”*

**Questions?** [clientsupport@tutor.com](mailto:clientsupport@tutor.com)