

Help your patrons find Homework Louisiana when they need it most with our

Website Placement Guide



Placing links to Homework Louisiana on your library's website is the most critical step in sharing access to free online tutoring with your patrons. Below are the best practices to help you make Homework Louisiana easily accessible to everyone.

Put links “everywhere.”

Homework Louisiana 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 pages (if offering adult services)

Make it visible & recognizable.

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

- Homework Louisiana provides on-demand tutoring, homework help, test preparation and writing assistance for students in grades K-12 & college in over 60 subjects. No appointment is necessary! You can also use drop-off writing review, practice quizzes, video lessons, and The Princeton Review® SAT®/ACT® Essentials for self-study 24/7. **Academic tutors are available 7 days a week from 2:00 p.m. – Midnight.**
- Homework Louisiana’s Adult 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. **Career coaches are available 7 days a week from 10:00 a.m. – Midnight.**
- Connect online with an expert Job Search Coach to receive one-to-one, on-demand assistance with your job search. Homework Louisiana’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.

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 the brief [Homework Louisiana intro video](#), the more in-depth [Homework Louisiana overview video](#), or our [online practice classroom](#) (powered by Tutor.com) where patrons can practice using the interface. More helpful resources are also available on the Client Resource Center at tutor.com/clientcarelib/la.

Questions? clientsupport@tutor.com