

Helping Your Community Members Find Brainfuse

Link Placement Guide

Promotion of the Brainfuse program on your website is one of the most important measures you can take to market to your community. Below are the Brainfuse guidelines to help make your program successful:

Lead with a name that describes the service rather than the brand name.

With your web promos, make sure to lead with a name that briefly describes a main element of the service. Patrons are more likely to comprehend “Free Resume Review”, “Live VA Benefits Help”, “Free Practice Tests”, or “Online Experts for Job Seekers, Veterans, and Their Families” rather than “VetNow/JobNow”. This helps your community understand what Brainfuse offers.

Include descriptions of the service

Your Brainfuse program has several different aspects. To best help your community find the service, we recommend that you include 3 listings to accommodate each core aspect.

- JobNow provides users with a host of services to help in every step of the job search process including job searching, resume template, professional resume review, and live interview coaching.
- VetNow supports your community's veterans and their families with navigating the VA bureaucracy, providing academic tutoring, and employment transition assistance. Live navigation support is available, and all navigators are veterans.
- LearnNow gives access to academic lessons, videos, and practice tests to accommodate all types of learners, including Citizenship test prep, ESL lessons, lesson support for learners and literacy tutors, and a meeting platform with collaborative whiteboard.

Place links prominently and in multiple locations.

Brainfuse offers a variety of services to meet the needs of all learners. Therefore, we recommend placing the link in several locations to make it easy for your community members to find. Here are a few ideas to help you get started:

- Homepage
- Navigation menu and quick link options
- eLearning, Research, Resources pages
- Teens'/Adult Learner pages
- Parent/Teacher Resources pages
- Job/Career pages
- Veterans Resources