

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”. This helps your community understand what Brainfuse offers.

Include descriptions of the service

Your VetNow has 3 main cornerstones – VA benefits assistance, job tools, and learning tools. To best help your community find the service, we recommend that you include a brief description of the service.

- VetNow offers live online assistance for veterans and their families. Connect with a live navigator to get help determining your VA benefits, translating your resume for civilian jobs, building academic skills, and so much more!

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
- Adult Learner pages
- Job/Career pages
- Veterans Resources