

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 is the Brainfuse guidelines to help make your program successful:

Describe the Service, Don't Just Use the Name

With your web promos, make sure to include a description and image to help your users understand what Brainfuse offers. All promotional images are found in our Client Resource Center. Contact info@brainfuse.com if you need the password.

HelpNow offers live tutor access for homework help, skills building and test preparation where after taking a quiz, the user can connect directly to a live tutor from the test center without having to return to the main page.

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.

Where Should We Put Links to Brainfuse

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.

- Navigation menu and quick link options
- Homepage carousel - program launch or Back-to-School are ideal times to promote Brainfuse
- eLearning, Research, Resources pages
- Teens'/Children's pages (homework help)
- Parent/Teacher Resources pages
- Adult Literacy, Job/Career pages (JobNow or Adult Learning Center links)