

10 Tips for Optimizing and Promoting Your **EBSCO Resources**



1. Access

Is your library website easy for users to navigate? Where are your access points? The fewer clicks it takes to find your resources, the better. Learn how [Stacks](#) can help.



2. Authentication

What authentication methods are you using? Do you provide remote access to your collection? Single sign-on? Implement a simple login process to encourage returning visitors. [OpenAthens](#) can help.



3. Branding

Add your library name, logo and organizational colors to your EBSCO resources in [EBSCOadmin](#). This creates a seamless experience for users as they migrate from the library home page to your EBSCO resources and back again.



4. Custom Search Boxes

Make it easy for users to search your collection right from your home page. Our [Search Box Builder](#) helps you quickly generate HTML code that you can cut and paste into your website.



5. Direct URLs

Do you maintain resource lists on your website? Our [Direct URL Builder](#) helps you set up direct links to specific EBSCO databases and interfaces. Use direct URLs for web buttons, communications, QR codes and more.



6. Database Names

Identify your databases clearly so users will know what topics and information they can expect to find. Avoid using EBSCO; instead use the database name to provide context.



7. Search Settings

Check your search modes and options. Are they the best settings for your end users? For example, you may wish to default to the Advanced Search screen instead of Basic Search.



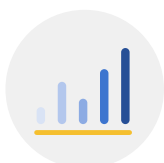
8. Apps & Integrations for *EBSCO Discovery Service* (EDS)

Enhance your users' discovery experience by **integrating** EDS with third party applications, services and resources such as LibGuides, library chat services or learning management systems.



9. Promotion, Promotion, Promotion!

EBSCO Connect provides free promotional tools such as web buttons and logos, flyers, posters, bookmarks, user guides and other handouts. Execute a social media campaign, embed our YouTube tutorials on your website, and sign up for one of our **free online training** sessions. Want to send engaging newsletters? **LibraryAware** can help!



10. Usage Statistics

What are your most popular or least popular databases? Why? Analyze your usage statistics in **EBSCOadmin** and use them to create a marketing plan. Use your free **EBSCO Connect** account to request automated usage reports.