

[Library home page](#) [1]

It is understood that the library's home page is prime real estate, and many services compete for attention here. AskAway should be included here if at all possible, standing out apart from other content. Students should ideally be shown where they can find help as soon as they enter the library website.

Why should AskAway be included here?

Among libraries that have AskAway access on their front pages, the front page Qwidget or link accounts for an average of 30% of their total AskAway traffic, reaching up to 67% for some libraries.

Another benefit of a front-page AskAway presence is that it increases the overall profile of reference assistance. By advertising the availability of an online librarian for research help, it communicates the more general fact that librarians offer such a service, and may increase usage at the reference desk as well.

Which type of entry point should I use?

In order of priority:

1. Qwidget if possible
2. Button if a Qwidget is not possible
3. Well-differentiated text link if no other option is possible

Where on the page should it go?

All avenues into AskAway should be placed above the fold (i.e. visible without scrolling), visually distinct, and separate from other text content.

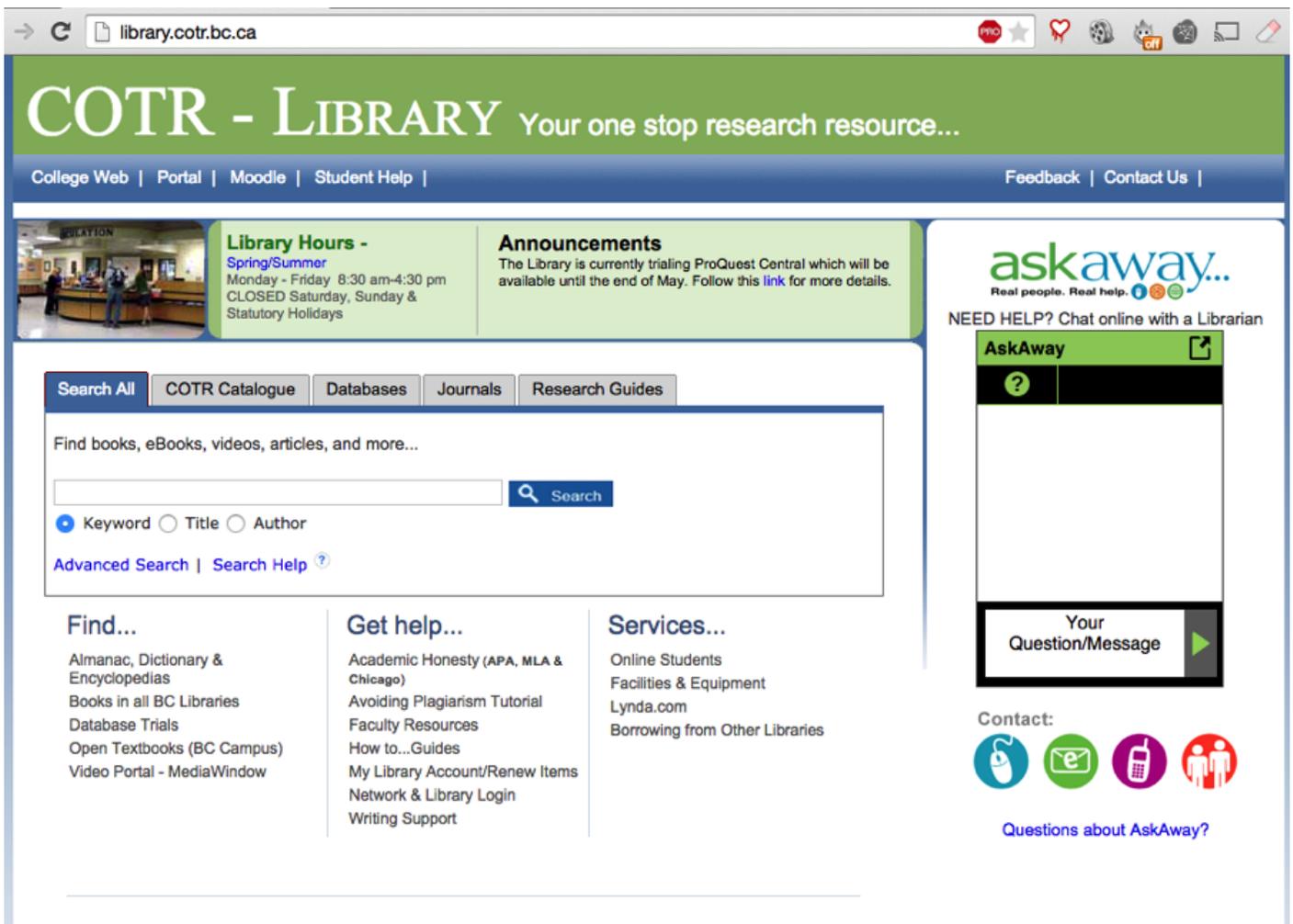
Qwidgets: In a sidebar if the website allows, to the right and near the top of page content.

Buttons: Near the top of any page content, below the header, and above the fold. Buttons should be displayed prominently, apart from other content, and their purpose (to get help with research via chat) immediately identifiable.

Text links: If the website structure and branding rules prohibit the use of a Qwidget or button, links to AskAway should be placed in a logical location for patrons looking for research help.

All links should bring patrons directly into an AskAway session or a page with a prominent Qwidget. AskAway should be accessible within one click.

Example:



The screenshot shows the COTR Library homepage. At the top, there is a green banner with the text "COTR - LIBRARY Your one stop research resource...". Below this is a blue navigation bar with links for "College Web", "Portal", "Moodle", "Student Help", "Feedback", and "Contact Us". The main content area is divided into several sections. On the left, there is a "Library Hours - Spring/Summer" section with a photo of the library interior and text stating "Monday - Friday 8:30 am-4:30 pm, CLOSED Saturday, Sunday & Statutory Holidays". To its right is an "Announcements" section stating "The Library is currently trialing ProQuest Central which will be available until the end of May. Follow this link for more details." Below these is a search section with tabs for "Search All", "COTR Catalogue", "Databases", "Journals", and "Research Guides". The search area includes a text input field, a "Search" button, and radio buttons for "Keyword", "Title", and "Author". Below the search area are three columns of links: "Find..." (Almanac, Dictionary & Encyclopedias, Books in all BC Libraries, Database Trials, Open Textbooks (BC Campus), Video Portal - MediaWindow), "Get help..." (Academic Honesty (APA, MLA & Chicago), Avoiding Plagiarism Tutorial, Faculty Resources, How to...Guides, My Library Account/Renew Items, Network & Library Login, Writing Support), and "Services..." (Online Students, Facilities & Equipment, Lynda.com, Borrowing from Other Libraries). On the right side of the page, there is an "askaway.. Real people. Real help." logo and a "NEED HELP? Chat online with a Librarian" section. This section includes an "AskAway" chat window with a question mark icon and a "Your Question/Message" input field with a send button. Below this is a "Contact:" section with icons for a mouse, envelope, phone, and two people, followed by a link "Questions about AskAway?".

Source URL: <https://askaway.org/staff/best-practices/visibility/standard-webpages/library-homepage>

Links

[1] <https://askaway.org/staff/best-practices/visibility/standard-webpages/library-homepage>