CREATING ATTRACTIVE & ENGAGING LIBGUIDES

Just 'cause we're pretty, everybody's jealous.
OUR TEAM
CUT
EXCESS
DATABASES
Students choose databases based on name, placement, and familiarity.
Students choose databases based on name, placement, and familiarity.

**BEST PRACTICES**
- Suggest as few databases as realistically needed
- Customize database descriptions to guide purpose
FRAME YOUR GUIDES
Students struggle to conceptualize research guides.
Students struggle to conceptualize research guides.

BEST PRACTICES

- Create branding so that students understand what they are looking at
- Use naming conventions (such as Course Name / Course Code)
DON'T SKIP A STEP
Students navigate guides differently based on their level of prior experience.
Students navigate guides differently based on their level of prior experience.

**BEST PRACTICES**

- Use large headings for easy page scanning
- Use standard language for tab names such as Find Books, Find Articles, and Get Help / task-oriented language
DON’T BE SAD

LEARN MORE AT GUIDES.TEMPLE.EDU/BESTPRACTICES
IMAGE CREDITS