

Explore. Excel. Excite.

A librarian's guide to the Explora experience



Explora
an EBSCOhost Experience



A modern and efficient research experience is at your fingertips! Explora offers a **simplified, topic-based browsing experience**, but also allows for powerful and **intuitive searching of content**. It is designed to make it easy for students, educators and patrons to quickly find the credible information they need to:



Complete homework and research projects



Deliver robust school curriculum



Achieve their professional goals

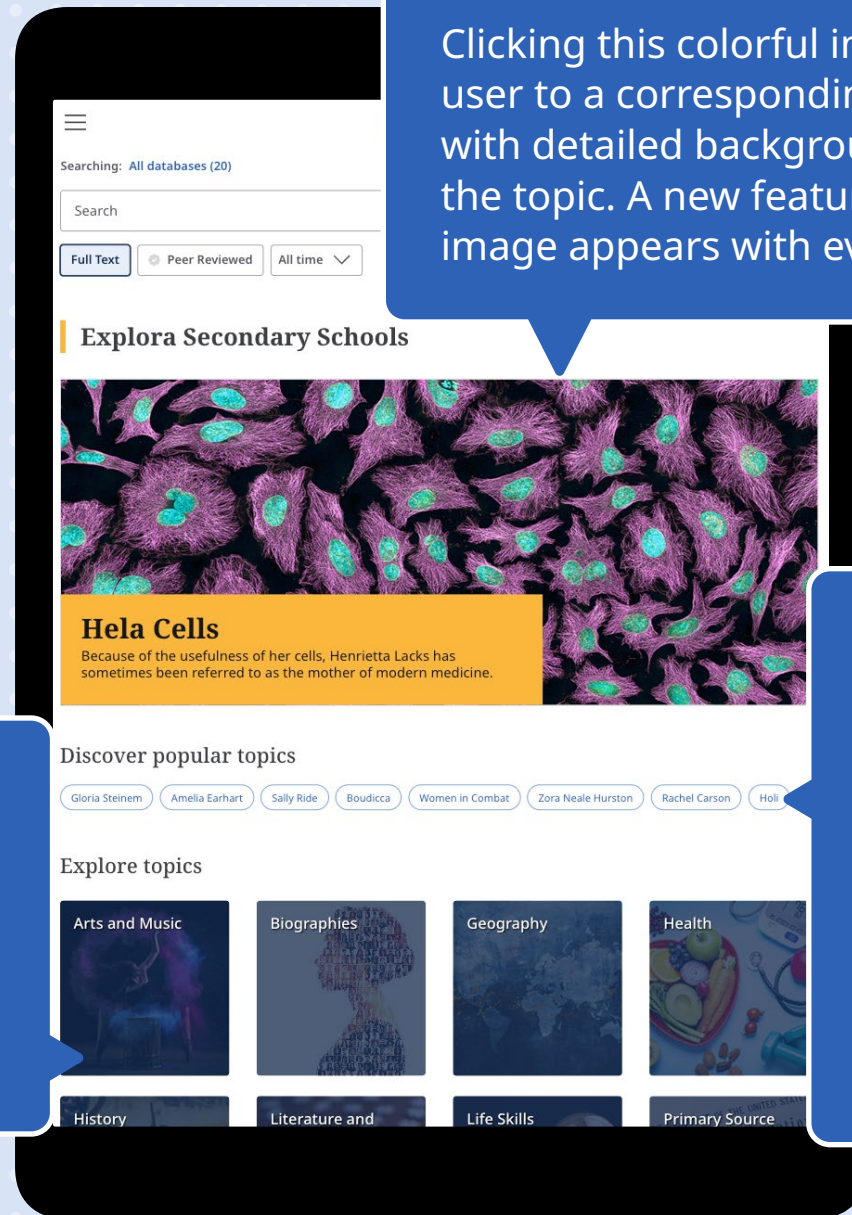


Satisfy their intellectual curiosity

Home Page

Featured Content Image

Clicking this colorful image brings the user to a corresponding Topic Overview with detailed background information on the topic. A new featured content topic and image appears with every page refresh.



Topic Categories

Carefully curated categories provide users with a visual entry point to browse popular subject areas.

Featured Content Buttons

Clicking the button serves up relevant content on popular research topics. Featured content is updated regularly throughout the year.

Home Page

Featured Magazine Coverage

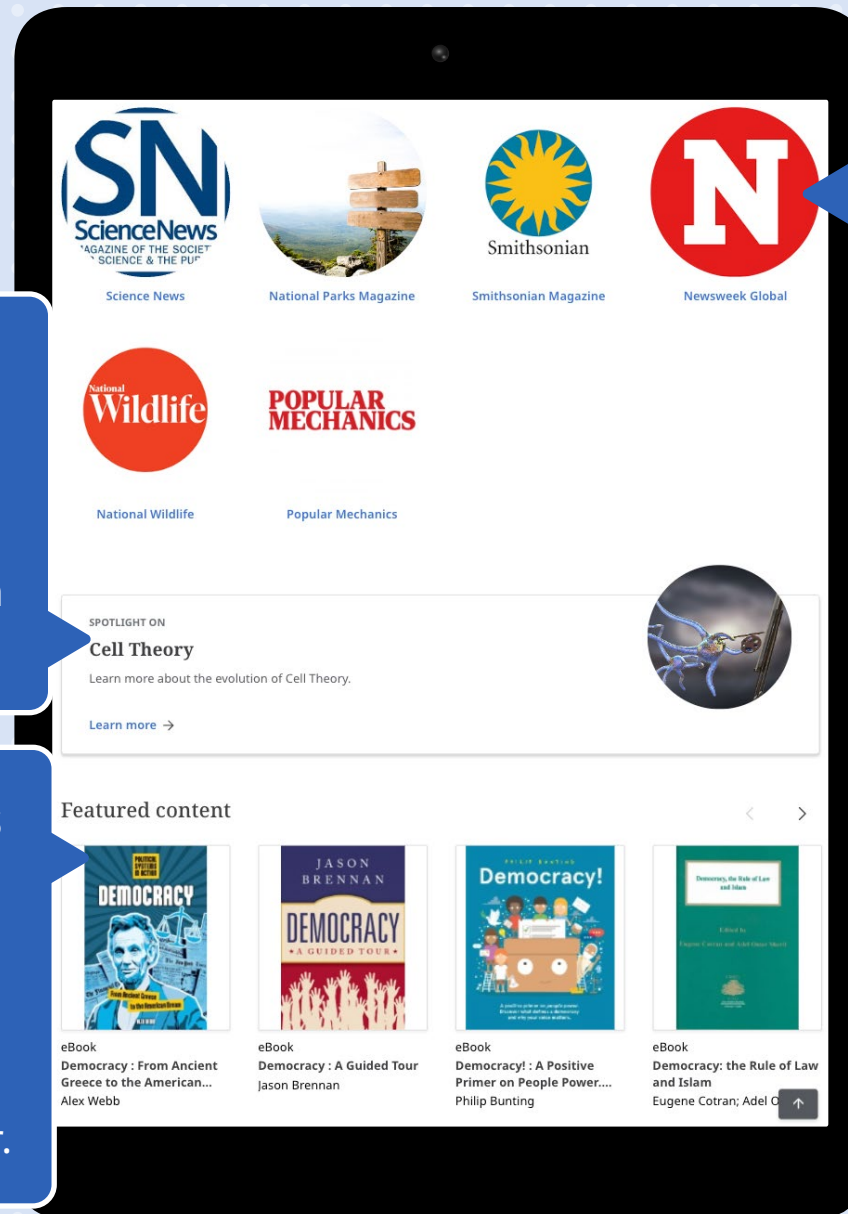
Clicking any of these popular titles launches a search for recent full-text articles.

Spotlight On

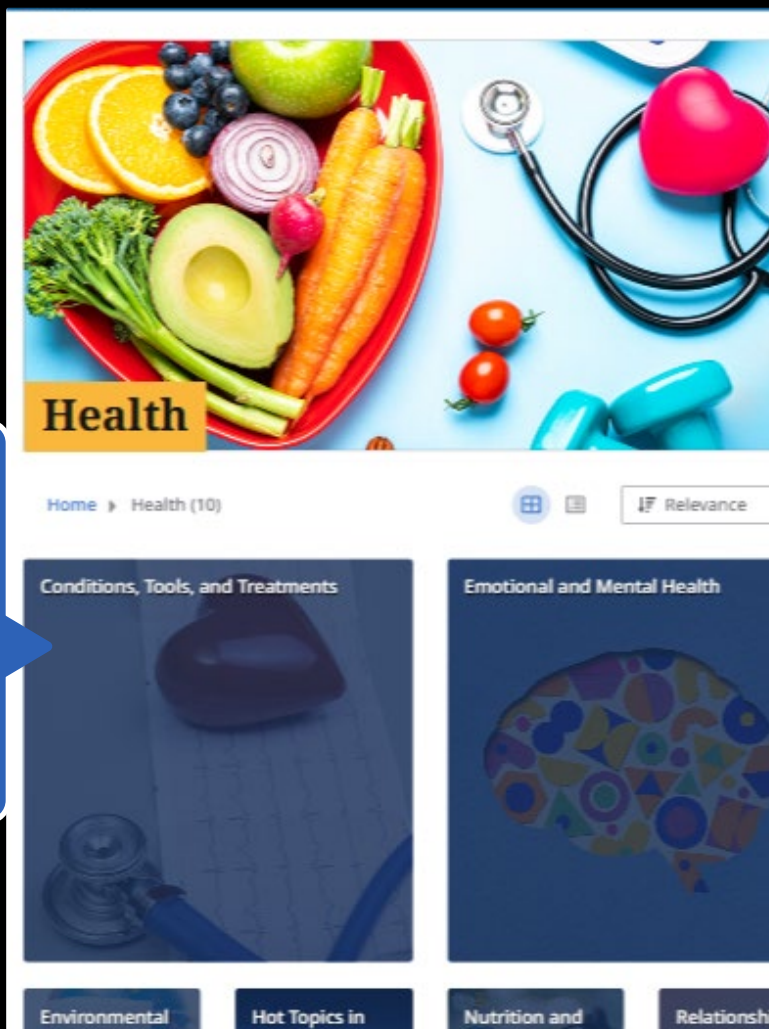
This feature highlights an article or topic of interest based on relevant trends.

Featured eBooks

A carousel of top e-books provides users with quick access to relevant titles that change throughout the year.



Topic Explorer Experience

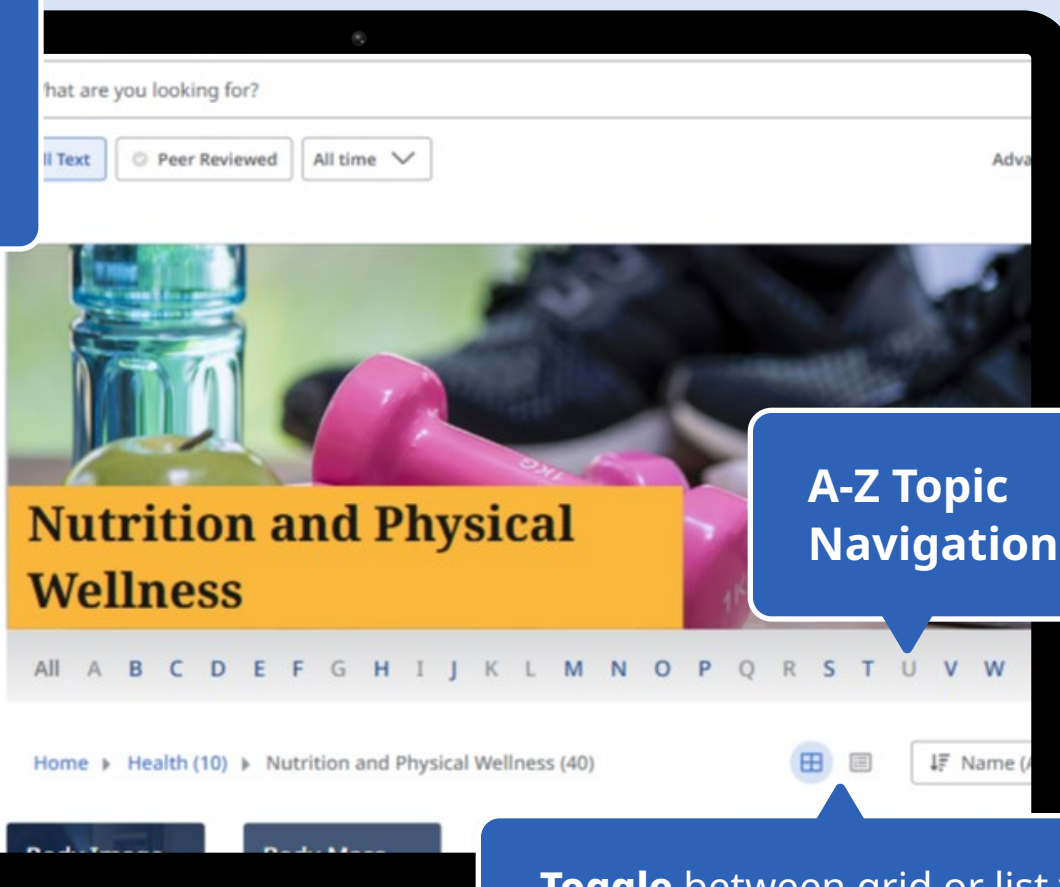


Subject categories break down into subcategories, enabling researchers to discover topics more serendipitously.

Topic Explorer Experience

My dashboard

Users can create a free MyEBSCO account to organize their research projects and save materials across devices.



A-Z Topic Navigation

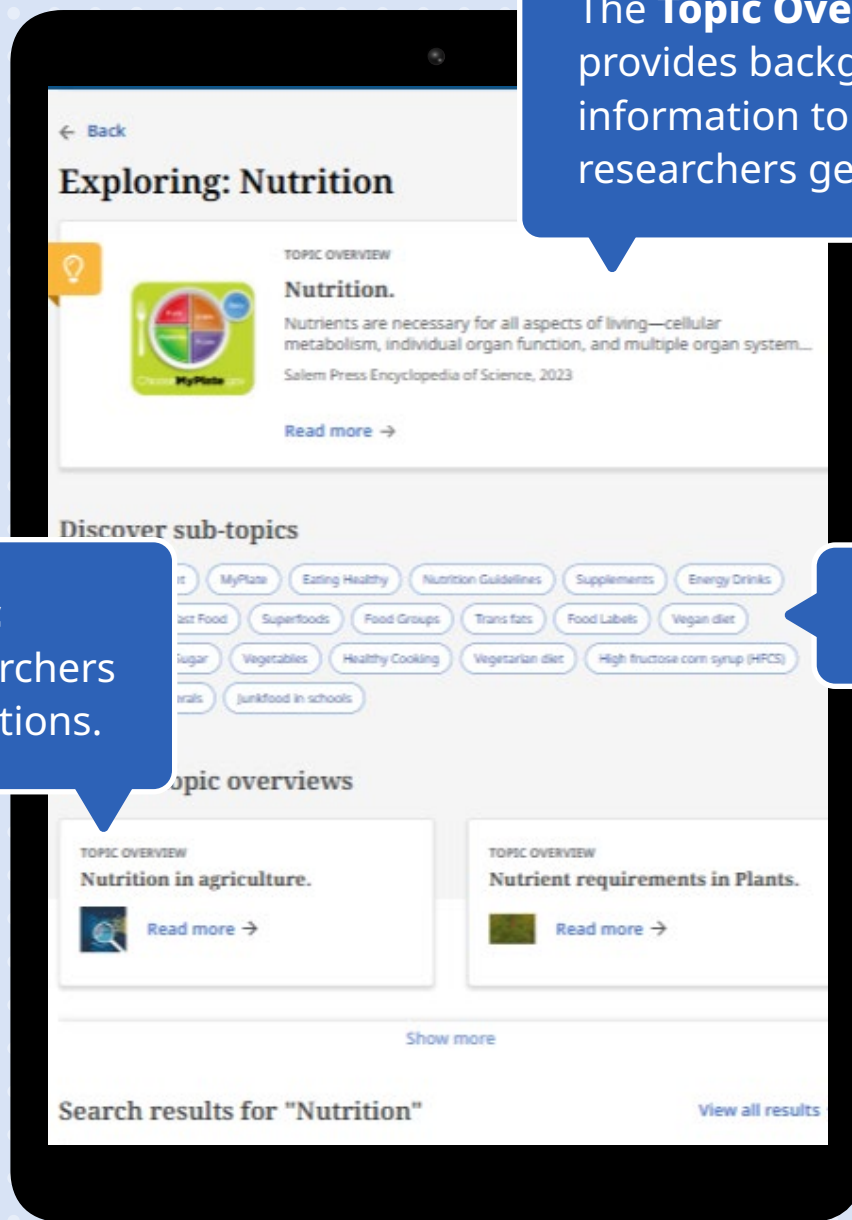
Toggle between grid or list views.

Topic Explorer Experience

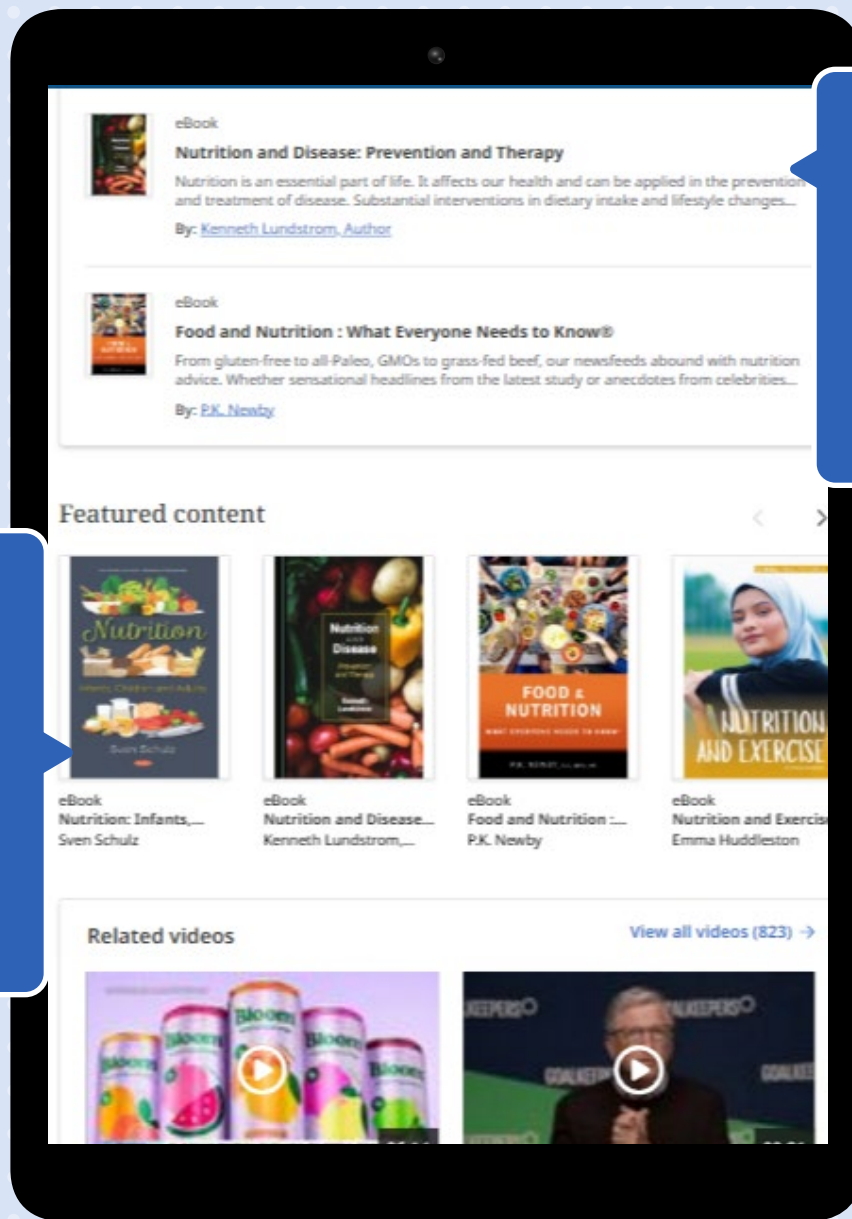
The **Topic Overview** provides background information to help researchers get started.

Links to **related topic overviews** help researchers make relevant connections.

Related sub-topics



Topic Explorer Experience

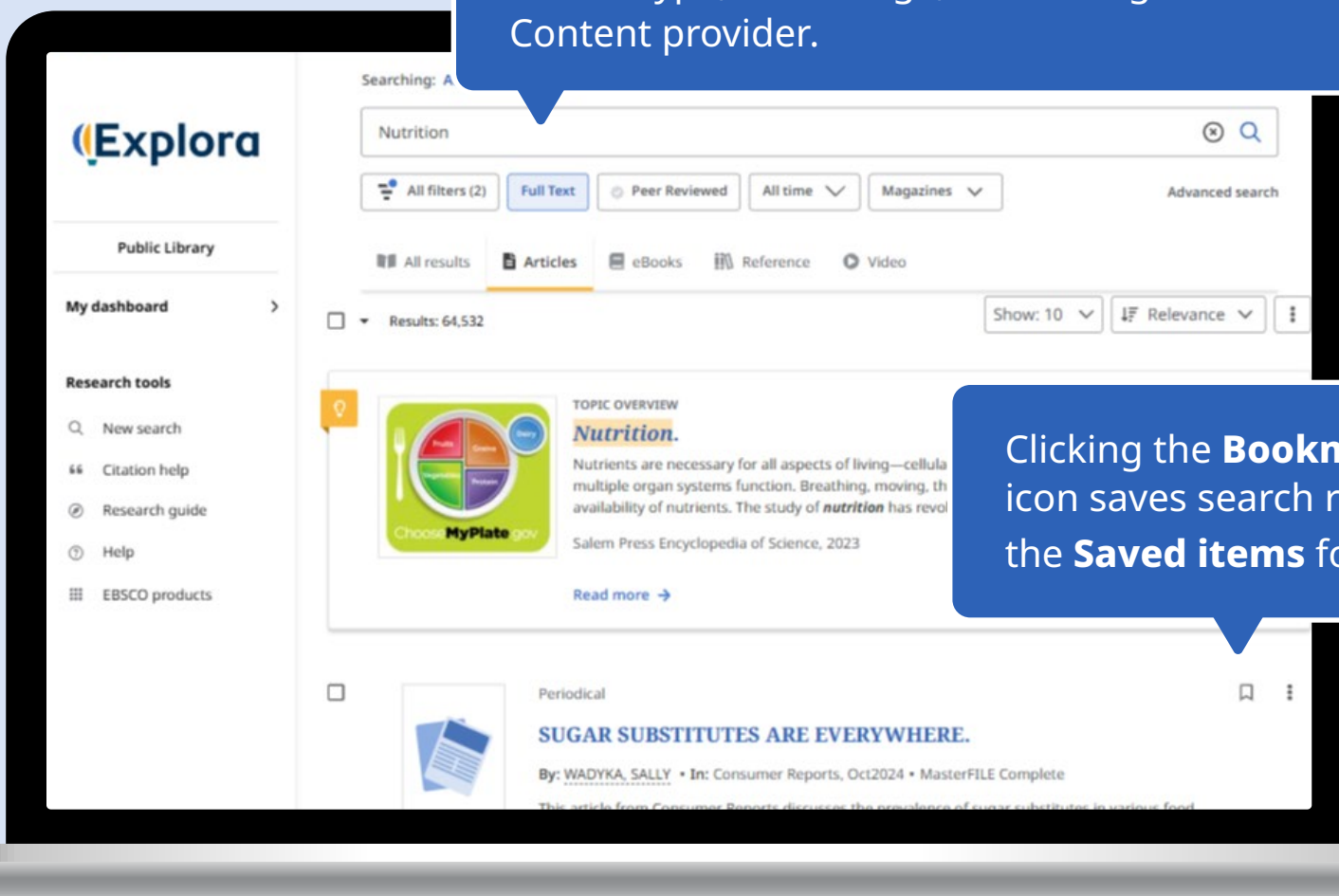


A featured content carousel gives prominence to valuable, thematic e-book and video content, when available.

Researchers can access one of three featured articles or click **View all results** to display the full Search Results Page.

Search Results Page

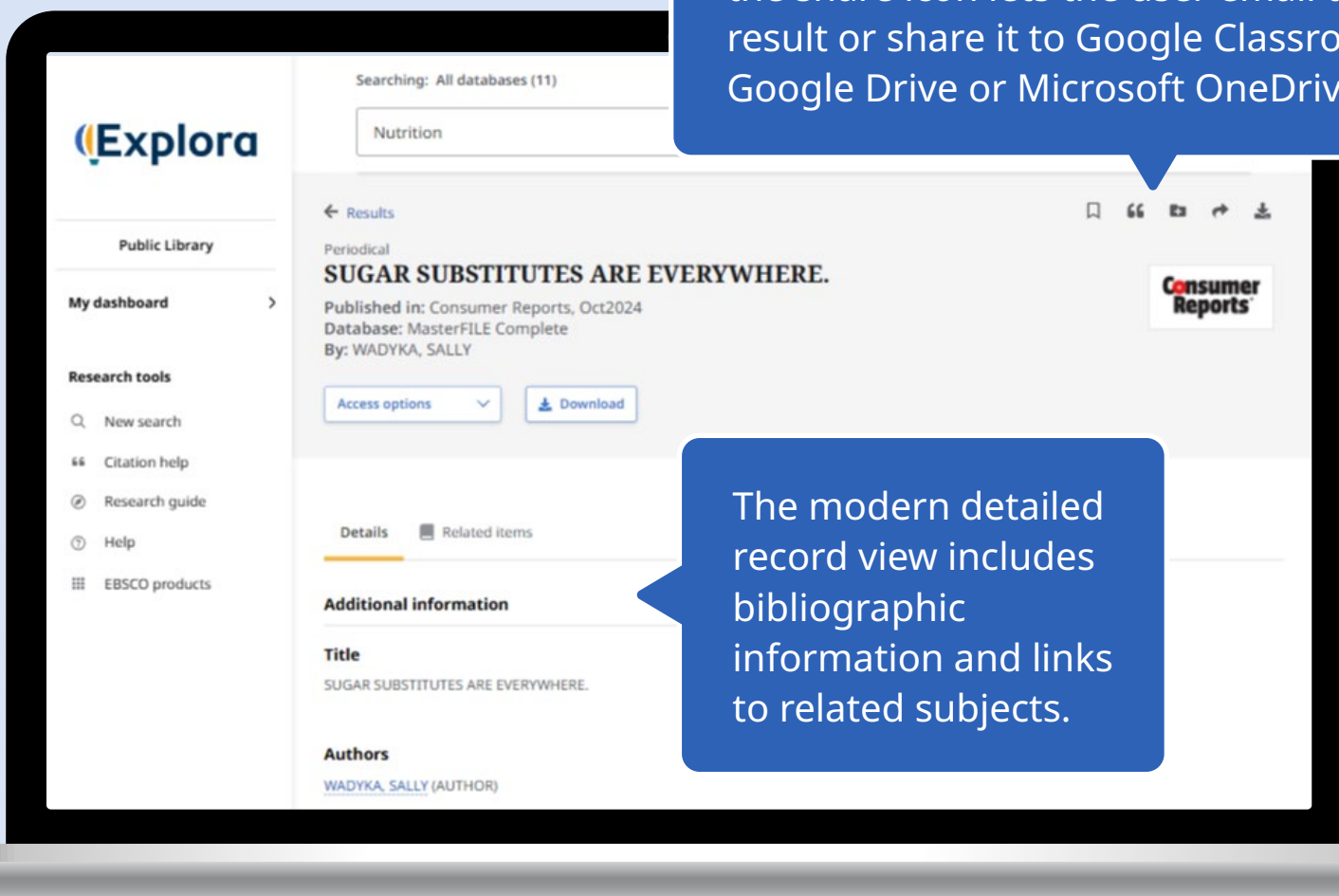
Users can click the **All filters** button to apply several filters at once. In addition to Online full text and Peer-reviewed, filters include Source type, Date range, Lexile range and Content provider.



Clicking the **Bookmark** icon saves search results to the **Saved items** folder.

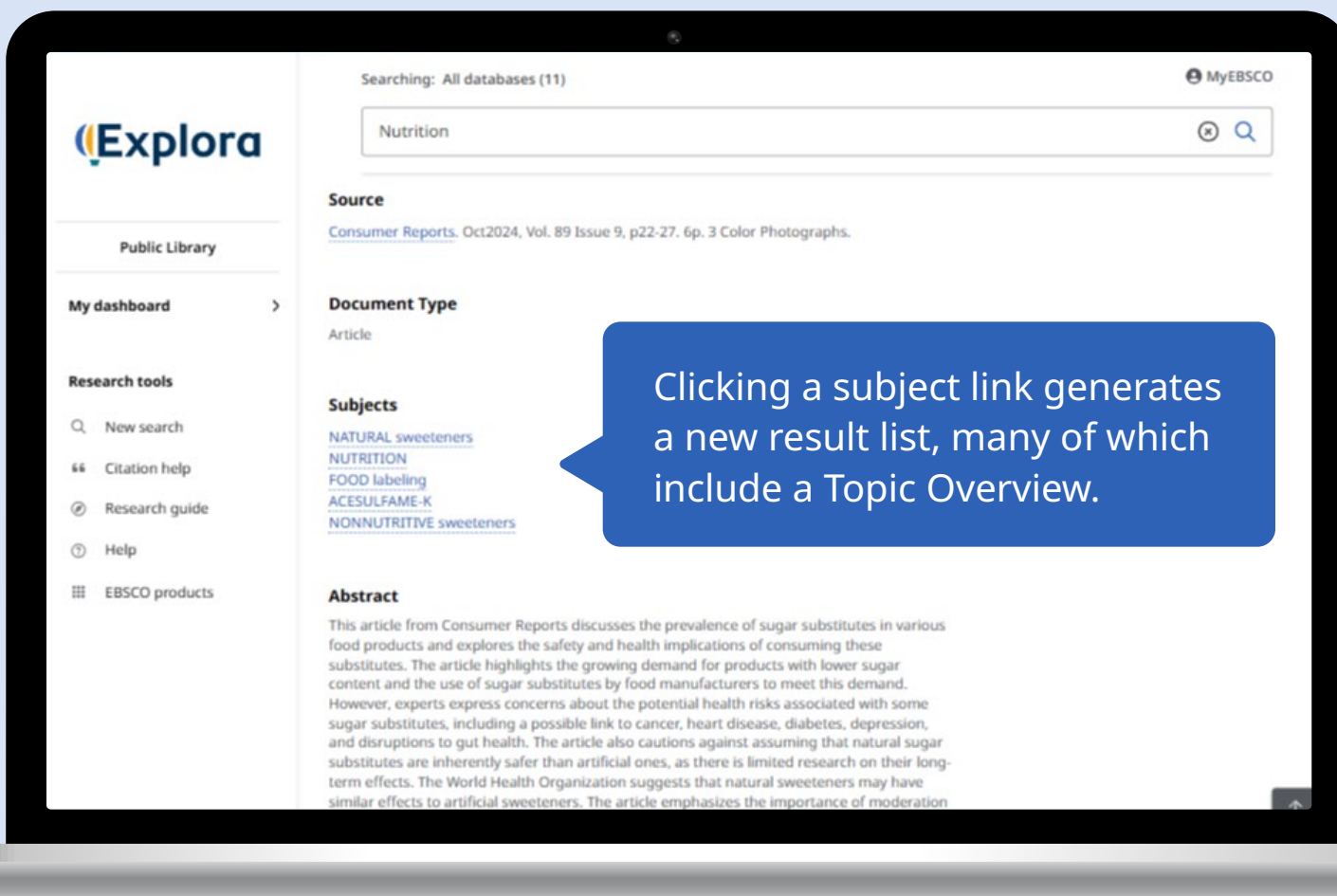
Details View

The **Tools Menu** allows the user to bookmark, cite, add (to project), share or download the detailed record. Clicking the share icon lets the user email the result or share it to Google Classroom, Google Drive or Microsoft OneDrive.



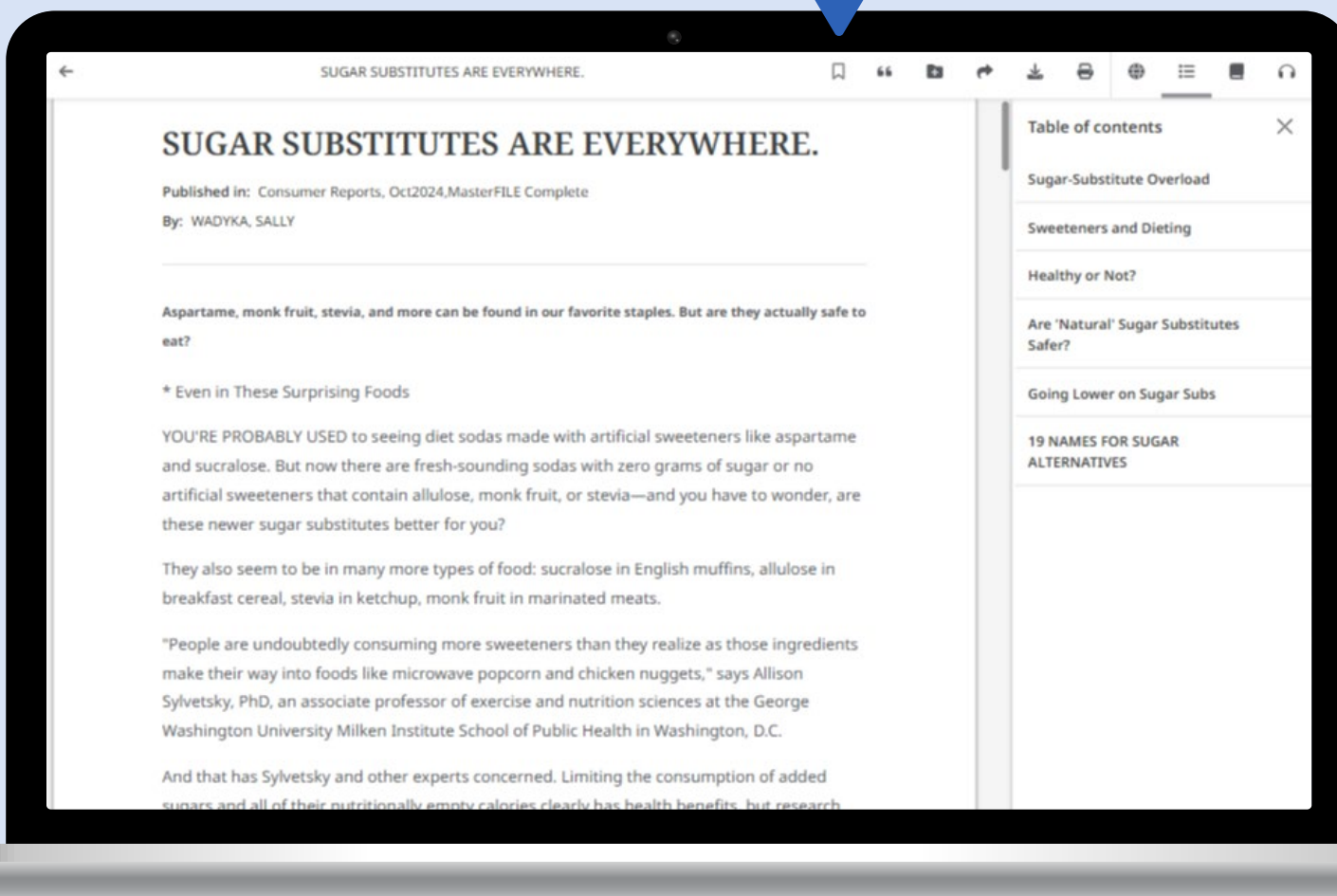
The modern detailed record view includes bibliographic information and links to related subjects.

Details View



Online Full Text View

Tools Menu appears at the top of the screen. Users can click the headset icon to hear HTML and PDF full-text articles read aloud.



Making research accessible to all

Explora is designed for learners of all ages and abilities, ensuring that everyone can access the information they need.

Translation

Users can translate the interface into more than 30 languages and translate articles into more than 110 languages.

Accessibility

The interface meets Section 508 accessibility standards.

COPPA Compliance

Users can sign up for individual accounts without providing email address or last name.



Educate Your Community

Using Google or other open-web search engines can lead users to misinformation, biased sources and amateur opinions. Explora is the safest place for your students and patrons to access trusted, vetted content.

Explora		Free Internet Search
Results are based on subject and search relevance, not user behavior or geographic location.	RELEVANCE	The internet often delivers results based on where users live and what they've looked up in the past.
Reliable, high-quality articles are licensed from reputable publishers.	AUTHORITATIVE CONTENT	Anyone can publish inaccurate information on the web whenever they want. No one is policing the internet.
Granular limiters assist users in narrowing results, making the information they need easier to find.	LIMITERS/FILTERS	Free search doesn't allow users to limit searches to full text, articles with images, etc.
Save searches and search results in their personal dashboard, offering a secure and organized holding area.	ABILITY TO SAVE SEARCHES/RESULTS	No similar feature is available.

Explora		Free Internet Search
<p>Users can view, save, print, email or export citations for chosen articles, in many different formats, directly from Explora.</p>	<p>CITATION ASSISTANCE</p>	<p>No similar feature is available.</p>
<p>Explora offers the ability to create targeted profiles for all the different audiences your library serves. Content is kept relevant and age-appropriate in a user-friendly browsing experience.</p>	<p>VARIOUS, AGE-APPROPRIATE INTERFACES</p>	<p>No similar feature is available.</p>
<p>EBSCO resources are compliant with Section 508 Standards, which means they are accessible to people with disabilities. Text-to-speech for HTML articles also assists struggling readers, auditory learners and those developing English-language proficiency.</p>	<p>ACCESSIBILITY</p>	<p>Of the more than one billion websites on the internet, many do not meet the needs of people with disabilities. Not all websites are mobile-friendly, and not all accommodate assistive technologies such as text-to-speech.</p>
<p>Users can view, save, print, email or export citations for chosen articles, in many different formats, directly from Explora.</p>	<p>PRIVACY</p>	<p>Many sites, which aren't always safe, ask for your personal information.</p>
<p>EBSCO Connect offers hundreds of help documents, FAQs, tutorials and more to aid users with their research.</p>	<p>SUPPORT RESOURCES</p>	<p>No similar feature is available.</p>

Resources for Promotion and Engagement

Marketing plays a vital role in building community awareness of the information resources and services that your library provides. Both digital marketing strategies and in-library promotional materials increase your chances of reaching a wider audience and boosting usage of Explora. Here are some strategies for success:

Website Promotion and Direct Links

Your website is your library's virtual front door. A well-designed library website makes it easier for users to discover all the library has to offer. You can drive traffic to your Explora resources by providing direct links from your library homepage. To assist with building direct links, you can use our [Direct URL Builder](#).

When designing your website, it's important to provide clear wayfinding for users. If you haven't already, talk to your EBSCO team members about setting up different Explora profiles by age group (e.g., kids, teens and adults). Then, provide separate links for these audiences, with additional color-coding and clear navigation paths to make it easier for users to get to their destination.

Digital and Printable Materials

Library signs can be navigational, informational and promotional. They communicate news, upcoming events, policies and directions — but can also promote your library resources!

Various types of customizable materials available in our [Explora promotion kit](#):

Posters can be hung in strategic locations, such as near public computers, by the reference desk, and on information boards.

Digital Signage such as screensavers can be displayed on your library's public monitors to keep the messaging fresh.

To engage and inform library users who are always on the go, it's also a good idea to maintain a small stock of printed promotional materials that they can take with them.

Handouts can be made available at the circulation desk, hung on bulletin boards, or even distributed digitally to library staff.

Bookmarks are easy to grab and contain digestible information or quick instructions. Keep a pile on the circulation desk, or include them in your pick-up orders to spread the word to your engaged patrons!

Social Media

Your social media strategy helps you reach users outside of the library's four walls. Not only can you promote new books, events and programs to attract users to the library, but you can also use social media to increase awareness of the library's digital resources.

Here are some additional tips:

1. Know when members of your target audience are active on social media — your workforce members may be checking their feed with their morning coffee, while your students may take an after-class social media break.
2. Schedule your posts for consistency. As you build an engaged audience, they'll want to know when they'll hear from you. This also gives you plenty of time to tweak and proof your posts ahead of time.



Social Media Continued

3. Include two to three hashtags to boost visibility and organize your posts. Hashtags can lead users to other posts about that topic, making it easy for them to find content that interests them. You may want to make and use your own library hashtag, and get your audience using it.
4. Maintain a consistent voice to connect with your followers. To appeal to Gen Z and younger audiences, use a more casual and playful tone. You may want to stay up to date on the latest trends and memes.

Save time by using EBSCO's ready-made social media kit for Explora, found in the promotion kit. (Available in **English** and **Spanish**).





Questions?

Contact your EBSCO Sales Representative for more information.



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