

COMMBANK.COM.AU

Website Analysis Report

Edge Delivery Services Migration Assessment

Commonwealth Bank of Australia

<https://www.commbank.com.au/>

Report Date: February 2025

~3,244 Pages | 11 Templates | 24 Blocks | 12 Integrations

Table of Contents

1. Templates Inventory
2. Blocks / Components Catalog
3. Page Counts by Template
4. Integrations Analysis
5. Complex Use Cases & Observations
6. Migration Estimates
7. Screenshots Reference

Executive Summary: The CommBank website comprises approximately 3,244 pages across 11 distinct template types, utilizing 24 reusable block components and 12 third-party integrations. An estimated 81% of pages are candidates for automated migration. The primary complexity drivers are financial calculators (33 pages), dynamic rate data management, and the Ceba AI virtual assistant. Total estimated migration effort: 282-376 person-days.

1. Templates Inventory

11 unique page templates identified across the site:

#	Template Name	Complexity	Description	Reference URL
1	Homepage	High	Hero banner with rotating promos, product/service grid, promotional cards, article recommendations, support quick links, full footer	commbank.com.au/
2	Category / Landing	Med-High	Hero with category intro, rate display tiles, product card grid, article recommendations, FAQ accordion, CTA banners	commbank.com.au/home-loans
3	Product Detail	High	Hero with offer/CTA, sticky subnav, expandable accordion sections (At a Glance, Rates & Fees, FAQs), related products, guidance articles	commbank.com.au/credit-cards/low-fee
4	Support Hub	Medium	Search bar, popular search tags, categorized help link grid with icons, FAQ sections	commbank.com.au/support
5	Article / Blog	Medium	Breadcrumbs, hero image, byline + date, social share buttons, rich body content, related articles, tags, disclaimer	commbank.com.au/articles/newsroom/...
6	Content Hub / Magazine	Medium	Curated content feed with featured article hero, category filters, article card grid, load-more pagination	commbank.com.au/brighter
7	Calculator / Tool	Very High	Interactive financial calculators with form inputs, sliders, real-time computation, chart visualizations, conditional logic	commbank.com.au/home-buying/...
8	Comparison Page	High	Multi-product comparison tables with feature rows, expandable details, highlight badges, CTA buttons per product	commbank.com.au/credit-cards/compare-...
9	Careers / Recruitment	Medium	Employer brand hero, culture sections, job search integration (Workday), benefits cards, testimonials	commbank.com.au/about-us/careers
10	Investor Relations	Medium	Financial results hero, document downloads, performance data sections, event calendar, regulatory announcements	commbank.com.au/about-us/investors

#	Template Name	Complexity	Description	Reference URL
11	Legal / Compliance	Low	Dense text-based pages, terms & conditions, disclosure tables, regulatory content, minimal interactive elements	commbank.com.au/important-info/...

2. Blocks / Components Catalog

Global Components

#	Block Name	Complexity	Behavior	Reference
1	Global Header / Navigation	High	Mega-menu with hamburger toggle on mobile, logo, search icon, login button, multi-level dropdowns	All pages
2	Global Footer	Medium	Multi-column link lists, legal disclaimers, social media icons, ABN/regulatory info, app download links	All pages
3	Breadcrumbs	Low	Hierarchical navigation trail with linked parent pages	Article, Product, Support
4	Disclaimer / Legal Block	Low	Collapsible or static legal text, important information notices	All pages

Hero Blocks

#	Block Name	Complexity	Behavior	Variants
5	Hero Banner	Medium	Full-width hero with heading, subheading, CTA button(s), background image or gradient	Homepage (large with promo), Category (with rate badge), Product (with offer callout), Article (with image + byline)

Content Blocks

#	Block Name	Complexity	Behavior
6	Product Card Grid	Medium	2-4 column card layout with icon/image, title, description, CTA link. Responsive to single column on mobile
7	Rate Display Tile	Medium	Compact cards showing interest rates (variable/fixed), comparison rates, and "Apply now" CTA
8	Article Card	Medium	Image thumbnail, category tag, title, excerpt, read-more link. Used in recommendation sections
9	Promotional Banner	Low-Med	Full/half-width banner with image, headline, body text, CTA button. Background color variants
10	Accordion / FAQ	Medium	Expandable/collapsible sections with question headers and rich-text answer bodies
11	Icon Link Grid	Low	Grid of icon + label pairs linking to help topics or product categories
12	Search Bar	Medium	Prominent search input with autocomplete/suggestions, popular search tags below
13	CTA Block	Low	Simple call-to-action with heading, optional body text, and button(s). Color/style variants
14	Sticky Sub-Navigation	Medium	Horizontal anchor-link bar that sticks on scroll, highlighting active section

#	Block Name	Complexity	Behavior
15	Comparison Table	High	Multi-column product comparison with feature rows, checkmarks, values, per-product CTAs
16	Social Share Bar	Low	Row of social media share buttons (Facebook, X/Twitter, LinkedIn, email)
17	Related Products Carousel	Medium	Horizontal scrollable card strip showing related products with CTAs
18	Tag / Category List	Low	Horizontal tag pills linking to category archives
19	At a Glance Section	Medium	Structured product feature summary with key-value pairs and icons
20	Content Cards (Brighter)	Medium	Magazine-style content cards with large images, category labels, titles, dates
21	Video Embed	Low	YouTube or self-hosted video player with thumbnail preview
22	Table Block	Low-Med	Responsive data tables for rates, fees, and comparison data
23	Live Chat Widget	High	Floating chat button triggering Ceba AI assistant / live agent with session state
24	Calculator Widget	Very High	Interactive form with inputs, sliders, real-time computation, charts, conditional logic

3. Page Counts by Template

Template	Est. Page Count	Auto-Migratable	Manual Migration	Notes
Homepage	1	0	1	Complex layout, dynamic content
Category / Landing	~80	~50	~30	Product category hubs, some with dynamic rates
Product Detail	~150	~80	~70	Varying complexity, some with embedded calculators
Support Hub	~560	~400	~160	Large volume from support sitemap
Article / Blog	~1,900	~1,700	~200	Newsroom (~870), articles (~900+), consumer-finance, business
Content Hub / Magazine	~15	~5	~10	Brighter hub, CommBank App features
Calculator / Tool	~33	0	~33	All require custom JS rebuild
Comparison Page	~20	~5	~15	Complex table layouts, dynamic data
Careers / Recruitment	~50	~20	~30	Workday integration, dynamic job listings
Investor Relations	~35	~15	~20	Document downloads, financial data
Legal / Compliance	~400	~350	~50	Target market determinations, T&Cs
TOTAL	~3,244	~2,625 (81%)	~619 (19%)	

Sitemap Breakdown: Main sitemap: ~1,650 URLs | Articles sitemap: ~1,002 URLs | Support sitemap: 559 URLs | Tools/Calculators sitemap: 33 URLs

4. Integrations Analysis

#	Integration	Type	Complexity	Description
1	Adobe Analytics / Data Layer	Analytics	High	Custom digitalData object with page info, user state, event tracking. Extensive data layer.
2	Google Floodlight (DCM)	Ad Tracking	Medium	Conversion tracking pixels for Google Campaign Manager on key conversion events.
3	Microsoft Dynamics 365 / Ceba	Customer Service	Very High	AI virtual assistant "Ceba" with live agent escalation, persistent chat widget, session management.
4	Workday	Recruitment	High	Job search and application system embedded in careers pages.
5	Avature	Talent Community	Medium	Talent community signup and management for career interest registration.
6	YouTube	Video	Low	Embedded video players for promotional and educational content.
7	Hopper Travel	Booking Engine	High	Integrated travel booking widget for CommBank travel rewards.
8	Mastercard Priceless	Rewards / Offers	Medium	Integration with Mastercard rewards platform for cardholder benefits.
9	NetBank / App Auth	Authentication	Very High	SSO login linking to NetBank online banking, session management, secure token exchange.
10	Social Media Sharing	Social	Low	Share functionality for Facebook, X/Twitter, LinkedIn, email on articles.
11	Apple App Store / Google Play	App Distribution	Low	App download deep links in footer and promotional sections.
12	PDF Document Management	Document	Medium	Dynamic PDF generation/download for disclosures, T&Cs, financial reports.

5. Complex Use Cases & Observations

#	Use Case	Complexity	Description	Est. Instances	Impact
1	Financial Calculators	Very High	Borrowing power, repayment, stamp duty, budget calculators with real-time computation, charts, conditional fields	~33 pages	Cannot be auto-migrated; require custom JS blocks
2	Dynamic Rate Display	High	Interest rates dynamically fetched/updated across product and landing pages	~150+ instances	Needs centralized rate data source
3	Ceba Virtual Assistant	Very High	AI chatbot with NLP, auth-aware responses, transaction capabilities, live agent handoff	Site-wide	Third-party widget; careful integration testing
4	Product Comparison Engine	High	Multi-product comparison with dynamic filter/sort, feature highlighting, expandable rows	~20 pages	Requires custom block with significant JS
5	Auth-Gated Content	High	NetBank login integration, session-dependent content, personalized recommendations	Multiple	Out of scope for content migration
6	Conditional Content Display	Medium	Sections show/hide based on user segment, location, or interaction state	~50+ pages	May require personalization approach
7	Multi-Step Application Forms	Very High	Credit card, loan, account applications with multi-step forms, validation, document upload	~30+ entry points	Remain as separate system
8	Mega Navigation	High	Multi-level nav with product categories, featured content, promotional slots, responsive	1 (site-wide)	Needs custom nav block
9	Sticky / Scrollspy Nav	Medium	Scroll-position-aware nav highlighting active section with anchor jumps	~150 pages	Custom block needed
10	SEO & Structured Data	Medium	Rich schema markup (Organization, Product, FAQ, Article, BreadcrumbList)	~3,244 pages	Needs metadata strategy
11	Responsive Image Strategy	Medium	Multiple breakpoints, lazy loading, WebP/AVIF, art direction	All pages	EDS handles natively; source images need sizing
12	PDF / Document Library	Medium	Investor reports, disclosures, regulatory docs as downloadable PDFs	~100+ docs	Need document management approach

6. Migration Estimates

Effort Breakdown by Phase

Phase	Scope	Est. Person-Days	Notes
Phase 1: Foundation			
Design system extraction	Global styles, tokens, typography, colors	8-10	CSS custom properties setup
Navigation setup	Header, footer, mega-nav	10-12	Complex mega-nav is significant effort
Global components	Breadcrumbs, disclaimers, social share, tags	3-5	Relatively straightforward
Phase 2: Block Development			
Hero block (all variants)	4 variants	5-7	Multiple layout variants
Product card grid	With rate display variant	4-5	
Article card	Standard + featured variants	3-4	
Accordion / FAQ	Expandable sections	3-4	
Comparison table	Dynamic multi-product	8-10	Complex JS logic
Sticky sub-navigation	Scrollspy behavior	4-5	
Calculator widgets	33 unique calculators	60-80	Highest effort item
Remaining blocks (~12)	CTA, banners, icon grids, video, etc.	15-20	
Phase 3: Automated Migration			
Template mapping & scripting	Build migration scripts per template	15-20	Script development and testing
Auto-migration execution	~2,625 pages	10-15	Batch processing, validation, fixes
Phase 4: Manual Migration			
Complex pages	~619 pages requiring manual work	60-80	Varies by page complexity
Phase 5: Integration			
Analytics reimplementation	Adobe Analytics data layer	8-10	
Chat widget integration	Ceba / Dynamics 365	5-7	Embed + testing
Third-party widgets	Workday, Hopper, Mastercard	8-10	
Phase 6: QA & Testing			
Visual regression testing	All templates + key pages	15-20	

Phase	Scope	Est. Person-Days	Notes
Functional testing	Calculators, forms, interactions	10-15	
Cross-browser / device	Desktop, tablet, mobile	8-10	
Performance & accessibility	Lighthouse, WCAG compliance	5-7	
UAT & bug fixes	Stakeholder review cycles	15-20	

Summary Totals

Category	Est. Person-Days	% of Total
Foundation & Design System	21-27	7%
Block Development	102-135	35%
Automated Migration	25-35	9%
Manual Migration	60-80	21%
Integrations	21-27	7%
QA & Testing	53-72	21%
TOTAL	282-376 person-days	100%

Key Assumptions & Risks

Factor	Detail
Largest effort driver	Financial calculators (~33 pages) account for ~20% of block development effort
Highest risk	Dynamic rate data — needs centralized approach for serving current rates
Out of scope (recommended)	NetBank authentication flows, multi-step application forms — remain as separate systems
Auto-migration success rate	81% of pages (primarily articles, support, legal)
Content freeze	Assumes content freeze period; ongoing changes add coordination overhead
Team size: 4-person	Estimated calendar duration: 4-6 months
Team size: 6-8 person	Estimated calendar duration: 3-4 months

7. Screenshots Reference

The screenshots illustrate various design patterns and components used throughout the website:

- Homepage – Hero, product grid, promos, articles, footer:** Shows the main homepage layout with a hero image of a family, a product grid, promotional banners, and an article section.
- Header / Navigation pattern:** A close-up view of the yellow header bar featuring the diamond icon, search, and logon links.
- Home loans – Category/Landing template with rate tiles:** A landing page for home loans showing a hero image, a title, a live chat button, and a grid of rate tiles.
- Credit Card – Product detail with sticky nav, accordions:** A product detail page for a low-fee credit card, featuring a sticky navigation bar and accordions for details.
- Support Hub – Search bar, icon grid:** A support hub page with a search bar, a 'Popular searches' grid, and a sidebar with links.
- Article – Social share, related content, tags:** An article page titled 'Online dating scams: how to spot the red flags', showing social sharing options, related content, and tags.

This report was generated as part of an Edge Delivery Services migration assessment for commbank.com.au. All page counts are estimates based on sitemap analysis conducted in February 2025. Actual page counts may vary. Screenshots are point-in-time captures and may not reflect the current state of the website.