Yodlee Word List - Internal

What follows is a short but growing list of words and how they should appear throughout Yodlee products and correspondence. This list will also be part of a larger, comprehensive Yodlee Style Guide.

Words

auto-login

auto-paid

autopay

cobrand – an internal term we use for a customer; do not use it in documents going to customers

consumer (someone who uses our products through a customer or directly through the Forum)

Contents (not Table of Contents)

customer (someone we sell to, like a bank or financial institution) ; do not use "cobrand" in external documents

data feed

deactivate

dos and don'ts

eBill

email (or Email at the beginning of a sentence)[changed 8/14 - formerly e-mail]

Get Started (not First User Experience)

held-away accounts

held-away assets

home page

Internet

intranet

log in (verb)

login (adj.) (e.g., login credentials)

multifactor

multitier

on, not upon

On-Us

occurred

pop-up (adj.)

PT (Pacific Time; don't use PST)

pre-populate

pull-down menu

reactivate

reevaluate

refer to (not reference)

savings account (not saving)

subcategory

subtab

successful

Through-Us

time stamp

To-Us

toolbar

troubleshoot, troubleshooting

unenrolled

Web

Web server

website

x days (variable should be italicized)

Yodlee BillPay (NEVER Yodlee's BillPay)—don't ever use the possessive to discuss a Yodee product. Also, do not ever abbreviate a product name in any form of communication, internally or externally. It is always Yodlee PersonalFinance, never YPF.

Never address readers as "you" and don't use "we" in TechPubs docs. The only place to address readers as "you" is in the online help.

ZIP Code (according to the U.S. Post Office)