Fortune 500 Web Homepage Examples

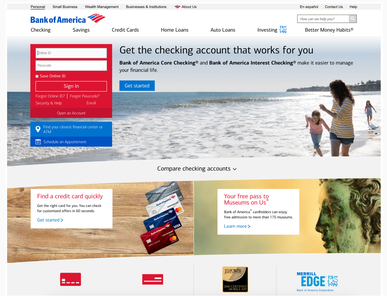
Last updated: April 11, 2018

These are examples of website homepages of some well-known Fortune 500 companies, focusing on how 1. information is organized in the page's body and 2. how information is organized in the page's header/navigation. These companies were chosen because they all offer services or enrollment, and then management of those services and enrollment via an account (once the customer has applied for and received the benefit or service). These are relevant comparisions to the health and benefits that VA offers.

1. Bank of America BANKING

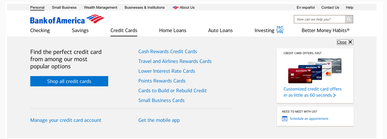
Homepage features

- Primary CTA is signing in
- Secondary CTAs are finding an ATM and scheduling an appointment (which don't require signing in)
- Hero image and copy promotes 1 benefit/service (checking account)
- Promoted benefits/services fill the rest of the homepage



Navigation features

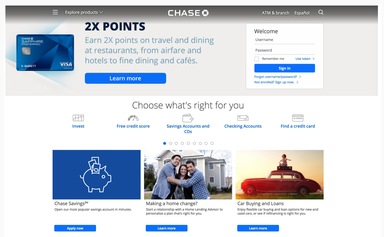
- Organized by benefit/service category
- Most links don't require sign in
- Authenticated links (like managing a credit card) are visually separated from main link links
- There's one featured benefit/service in each menu (see image on far right)
- Schedule an appointment is in all menus
- Search persists globally in top right of header



2. Chase BANKING

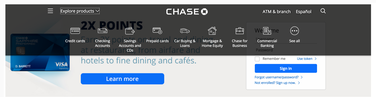
Homepage features

- Primary CTA is signing in
- Hero image and copy promotes 1 benefit/service (credit card)
- A carousel of benefits/services organized by category is the next featured zone
- Promoted benefits/services fill the rest of the homepage



Navigation features

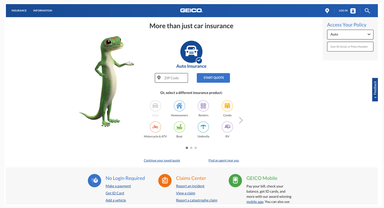
- Organized by benefit/service category
- No links require sign in
- There are no account management links in the main navigation
- Search persists globally in top right of header



3. Geico INSURANCE

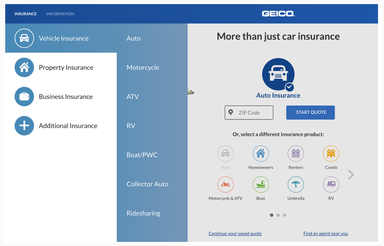
Homepage features

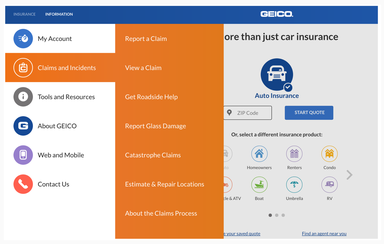
- Primary CTA is starting an insurance quote
- A carousel of insurance categories modifies the primary CTA
- Top tasks (mix of unauthenticated and authenticated) fill the next featured zone



Navigation features

- Split into two categories:
  1. Shopping for insurance (unauthenticated)
  2. Account services (authenticated)
- Insurance menu is organized by insurance type and then sub-type
- Account services menu is organized by account/profile functions, claims and incidents, and tools/resources
- Login and search persist in top right of global header

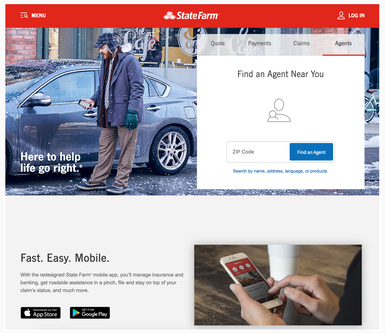




4. State Farm INSURANCE

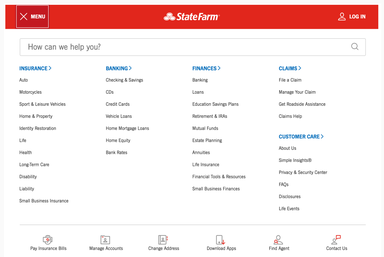
Homepage features

- Primary CTA is split into four options:
  1. Starting an insurance quote (unauth.)
  2. Making a payment (authenticated)
  3. Filing a claim (authenticated)
  4. Finding an agent (unauthenticated)
- No featured benefits/services are promoted in the hero image or on the rest of the page



Navigation features

- Organized by benefit/service category
- Most links don't require sign in
- Authenticated links (like managing a credit card) are visually separated from main link links
- Login persists globally in top right corner of header

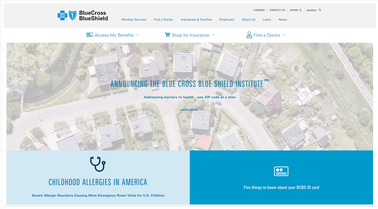


5. BlueCross BlueShield HEALTH CARE

**Not a Fortune 500 company, because it's a 501(c)(4) not-for-profit; however, its market share places it among the Fortune 500

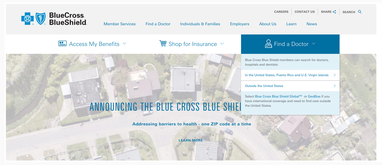
Homepage features

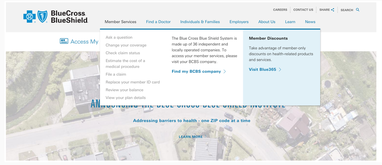
- No primary CTA
- Homepage promotes a mix of enterprise programs and member benefits/services



Navigation features

- Features two levels of primary navigation:
  1. A traditional topical navigation
  2. A top task navigation (white ribbon)
- Traditional topical navigation has mega menu with list of links, with member links highlighted (blue box)
- Top task navigation has visual preference with larger size and use of icons
- Search and help persist globally in top right of header

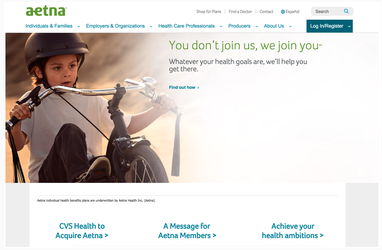




6. Aetna HEALTH CARE

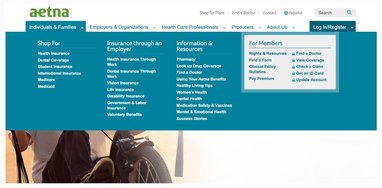
Homepage features

- Log In/register is primary CTA (though in the header, not page body)
- Homepage promotes a mix of enterprise programs and member benefits/services



Navigation features

- Organized by benefit/service category
- Traditional topical navigation has mega menu with list of links, with member links highlighted (gray box) with lock icons (behind authentication)
- Search and help persist globally in top right of header



Government Web Homepage Examples

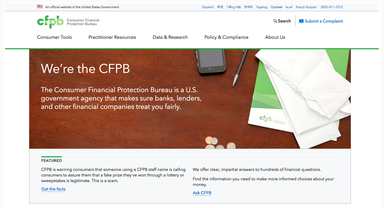
Last updated: April 11, 2018

These are examples of website homepages of some large federal agencies and state government websites, focusing on how 1. information is organized in the page's body and 2. how information is organized in the page's header/navigation. These examples were chosen because they all offer government services or enrollment, with some offering management of those services and enrollment via an account. These are relevant comparisions to the health and benefits that VA offers across its web properties.

1. Consumer Financial Protection Bureau (CFPB) FEDERAL AGENCY

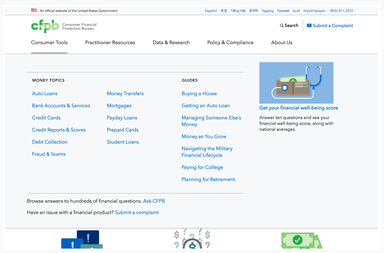
Homepage features

- No primary CTA
- Hero image features copy explaining CFPB's purpose
- Promoted consumer tools/services fill the rest of the homepage
- Default/primary user is the American consumer (as reflected throughout the homepage)



Navigation features

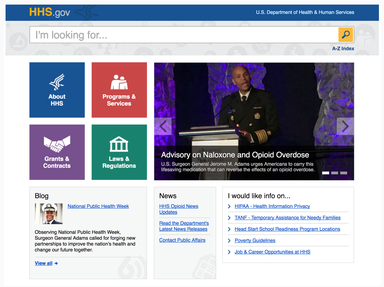
- Organized by audience and topic
- All consumer tools and content are consolidated into one section
- There's one featured topic/service in each menu (see image on far right)
- Search, submitting a complaint, and language selection persist globally in top right of header



2. Dept. of Health and Human Services (HHS) FEDERAL AGENCY

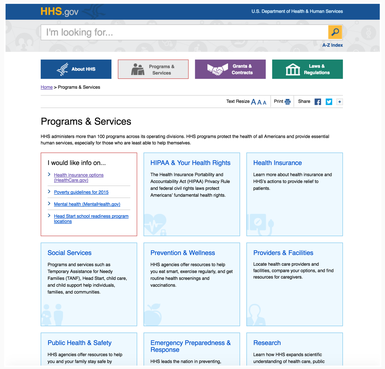
Homepage features

- Search is primary CTA
- Top zone features topical hubs and featured content (see carousel)
- Next zone features blog, news, and top tasks



Navigation features

- Search is primary way to navigate
- Organized by topic
- Does not use a traditional navigation pattern
- Features four hubs with many topical spokes



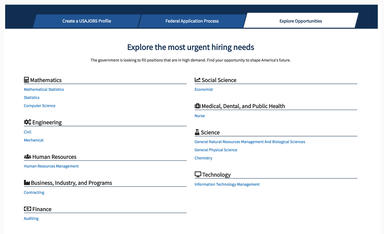
3. USAJOBS (from OPM) FEDERAL SERVICE

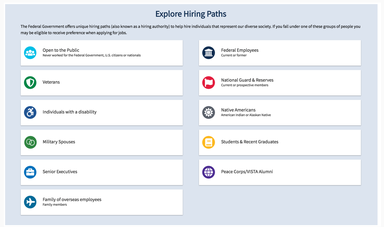
Homepage features

- Primary CTA is searching for jobs
- Secondary CTA is creating an account/profile
- Next zone features promotion of creating a profile, the federal application process, and exploring opportunities

Navigation features

- Does not feature traditional navigation pattern
- Global header navigation is tabbing between account, help, and search
- Homepage navigation is tabbing between the promoted topics
- Hiring paths is used as a global taxonomy for navigating pages and search results
- Sign in/account, help, and search persist globally in top right of header

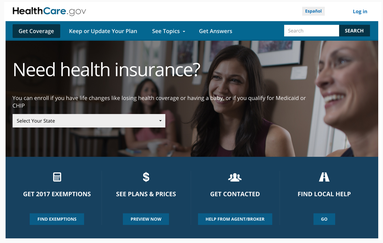




4. HealthCare.gov (from HHS) FEDERAL SERVICE

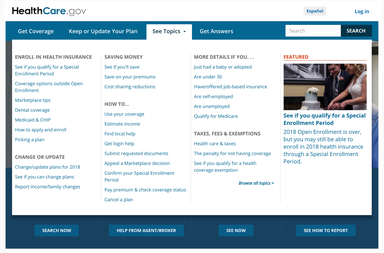
Homepage features

- Primary CTA is finding insurance by state
- Secondary CTAs are top tasks



Navigation features

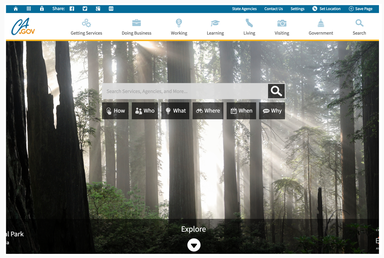
- Primary navigation are links into portals/hubs, except the See Topics tab is a mega menu
- First two tabs are organized by users without coverage and users who want to keep or update their current coverage
- There's one featured benefit/service in the See Topics menu (see image on far right)
- Log in and language selection persist globally in top right of header



5. State of California STATE GOVERNMENT

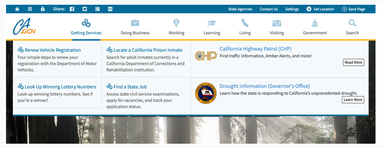
Homepage features

- Primary CTA is searching all of CA.gov
- Secondary CTAs are the 5 W's and How
- The rest of the hompage is promoted benefits/services



Navigation features

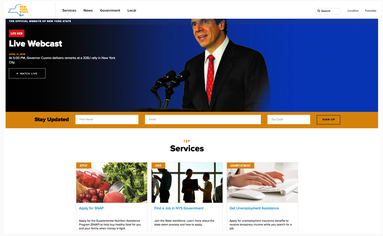
- Organized by topic
- Each menu featured top tasks with teaser text
- Help and other utilities persist globally in top right of header

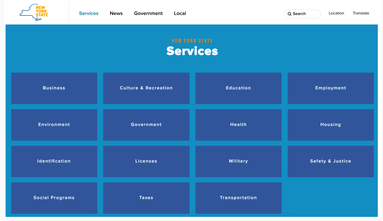


6. State of New York STATE GOVERNMENT

Homepage features

- Primary CTA is signing up for email updates
- Hero image and content feature promoted story
- Next zone is top tasks/benefits/services



Navigation features

- Primary navigation organized by topic
- No sub navigation -- topics are links into hubs/portals
- Hubs/portals show grid of cards with sub-nav/spokes
- Search, location, and language selection persist globally in top right of header