



VA.gov Tier 2 Content Competitive Analysis

September 20, 2019

OBJECTIVE

Due to the high volume of content overall, it's challenging to make tier 2 accessible when it's needed, without allowing it to dilute the more necessary tier 1 content.

The goal of this competitive analysis is to identify best practices and provide recommendations on how and where tier 2 content is leveraged.

VA.GOV CONTENT HIERARCHY

Tier 1 Veteran-facing benefit and health care content and tool

Primary users

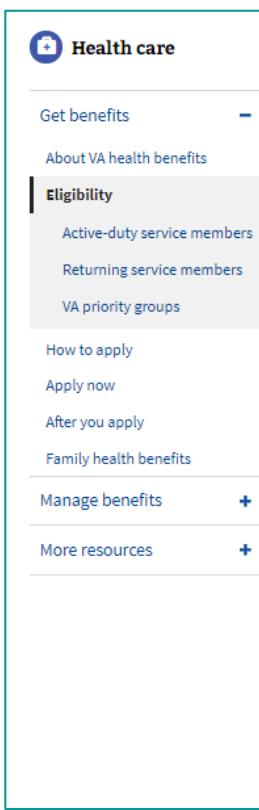
Veterans and other beneficiaries (family members, service members)

Examples

- Benefit eligibility content
- Online applications and tools
- Authenticated (signed in) experiences like My VA dashboard
- Veteran-facing content on VAMC and RO facility sites (top tasks, parking, directions, available services)

Quality assurance

- Inter-administration and DEPO collaboration
- Centralized quality control and processes at DEPO/VACO level
- Web Content Team white-glove support



The screenshot shows the 'Health care' section of the VA.gov website. On the left, there's a sidebar with links: 'Get benefits', 'About VA health benefits', 'Eligibility' (which is expanded), 'Active-duty service members', 'Returning service members', 'VA priority groups', 'How to apply', 'Apply now', 'After you apply', 'Family health benefits', 'Manage benefits', and 'More resources'. The main content area has a heading 'Eligibility for VA health care' and a sub-section 'Can I get VA health care benefits?'. It includes a list of requirements for active-duty service members and information about current or former members of the Reserves or National Guard.

Eligibility for VA health care

Find out if you can get VA health care as a Veteran.

Can I get VA health care benefits?

You may be able to get VA health care benefits if you served in the active military, naval, or air service and didn't receive a dishonorable discharge.

- If you enlisted after September 7, 1980, or entered active duty after October 16, 1981, you must have served 24 continuous months or the full period for which you were called to active duty, unless any of the descriptions below are true for you.

This minimum duty requirement may not apply if any of these are true:

- Were discharged for a disability that was caused—or made worse—by your active-duty service, or
- Were discharged for a hardship or “early out,” or
- Served prior to September 7, 1980

- If you’re a current or former member of the Reserves or National Guard, you must have been called to active duty by a federal order and completed the full period for which you were called or ordered to active duty. If you had or have active-duty status for training purposes only, you don’t qualify for VA health care.

What should I do if I received an other than honorable, bad conduct, or dishonorable discharge?



Tier 2 benefit-related program and engagement content

Primary users

A mix of non-beneficiary audiences (e.g., VSOs, caregivers, loan officers, school administrators) and Veterans

Examples

- Health wellness content
- Support/learning resources for caregivers (who don't receive family member benefits)
- Content for benefit servicers and others who work with Veterans

Quality assurance

- Intra-administrations and DEPO collaboration
- Quality control and processes, mix of VACO and business lines
- Some content support or review

The screenshot shows a vertical navigation menu on the left and a main content area on the right.

Navigation Menu:

- Select One
- ▶ Transition
- ▶ Compensation
- ▶ **Education & Training** (selected)
- Education & Training Home
- ▶ For Students
- ▶ For School Administrators (selected)
- School Resources
- School Training Resources
- ▶ About GI Bill
- ▶ Contact Us
- ▶ Vocational Rehabilitation & Employment
- ▶ Home Loans
- ▶ Life Insurance
- ▶ Pension
- ▶ Appeals Modernization
- ▶ Special Groups
- ▶ Services

Main Content Area:

Education and Training

School Resources

If you're a higher education faculty or staff member or college administrator in need of resources to support student Veterans, you've come to the right place. Here you can find information about training opportunities, enrollment systems, job aids, presentations, and more to help you assist student Veterans pursuing education and training with VA benefits.

Events and Information

- Conferences and Events
- Yellow Ribbon Program Information and Participating Schools
- Principles of Excellence Information and Q & A as published by the Department of Education. (This Executive Order does not affect the current VA policy or procedures for establishing or collecting overpayments created by changes in enrollment status. Schools should continue to follow existing procedures for returning monies to VA and/or students in receipt of GI Bill benefits.)
 - If your school has not yet agreed to comply with the Principles of Excellence, please email Principles.Excellence@va.gov with your notice to comply, along with a listing of all of your branch campuses and facility codes.

Informational Letters

- September 17, 2018 - Letter from the Director of Education Service to School Certifying Officials regarding the installation of Academic Year 2018-19
- September 7, 2018 - Letter from the Director of Education Service to students about Monthly Housing Allowance



Tier 3 administration and office content

Primary users

Non-Veteran and non-beneficiary audiences (press/media, medical professionals, Congress, vendors and suppliers, other government offices, etc.)

Examples

- Administration pages
- Program office/department pages
- Legal or other regulatory information (e.g, FOIA, OIG, policies)

Quality assurance

- Set by each administration or business
- Templates, training, VA.gov design system and content style guide resources

Select One ▾

- ▶ For Veterans
- ▶ For Family Members & Spouses
- ▶ For Employees
- ▶ For Business
- ▶ Forms & Publications
- ▶ Jobs
- Volunteer or Donate
- Public & Intergovernmental Affairs



Veterans Crisis Line
1-800-273-8255 **PRESS 1**



eBenefits
Your VA & DoD Benefits. Online.
Register Now

www.ebenefits.va.gov

Office of Acquisition, Logistics, and Construction



INTERESTS
SKILLS
VALUES
GOALS
EDUCATION
VISION

June 2019 AWIS A Huge Success! VA Hospital Voted "Best of the Best" in Engineering News Record Magazine

OALC Career Opportunities OALC Organization

RESOURCES

OALC Home About OALC OALC Organization OALC Executive Biographies OALC Career Opportunities



Different content and tools need different kinds of quality control, governance, or DEPO involvement or consultation

Tier 1

Veteran-facing benefit and health care content and tools

Tier 2

Benefit-related program and engagement content

Tier 3

Administration and office content

METHOD

COMPETITIVE ANALYSIS METHOD

Thirteen sites:

veterans.gc.ca
gov.uk
vic.gov.au
ssa.gov
sba.gov
REI
Hill & Ponton
Chisholm & Kilpatrick
amica.com
williams-sonoma.com
zappos.com
23andme.com
patientgateway

Review criteria:

- Location
Within main site, on subdomain, on product pages, etc.
- Accessible
Are both tier 1 and tier 2 content easy to access?
- Identifiable
Is it easy to distinguish between tier 1 and tier 2 content?
- Navigable
How easy is it to return to the task at hand after viewing tier 2 content?

Documentation:

- Screenshot IA access paths to tier 2 content (from nav, homepage, product page, etc.)
- Screenshot tier 2 content landing and detail pages

KEY TAKEAWAYS

KEY TAKEAWAYS

Use of Tier 2 Content

Some sites allow tier 2 content to interrupt the process at hand (form filling, purchasing, calculating).

- Veteran's Affairs Canada's form pages feature a "Need help" link that doesn't open in a new tab
- sba.gov's tier 2 links sometimes take users to other sites which open in the same tab

Other sites fail to present highly relevant tier 2 content when it could aid a user.

- REI chooses not to serve up an educational buying guide on product pages where it could be valuable to a shopper.

Other sites strike the right balance

- Hill & Ponton and Chisholm & Patrick both have disability calculators at top-of-page and include informational disability content just below—where it can be easily accessed while keeping the calculator a quick scroll away.
- A user on Patient Gateway about to book an appointment can access related educational content in a separate window on the same page.

KEY TAKEAWAYS CONT'D

Subdomains and Additional URLs

Sites leverage subdomains and additional urls to provide separation from the main brand or entity, or to target different users.

- Zappos uses zapposforgood.org to  underscore its non-profit arm.
- REI's conversations.rei.com is a community section of the site where posts are largely user-generated.
- The Social Security Administration houses [tier 2 content targeting educators](#), as well as content specific to the [office of the inspector general](#) in  subdomains.

KEY TAKEAWAYS CONT'D

Footer Nav

Tier 2 content targeting secondary users is commonly found in footer nav.

- veterans.gc.ca footer nav includes links to content targeting non-veterans/beneficiaries.
- vic.gov.au footer nav includes links to tier 2 “about the VIC Government” 
- sba.gov footer nav includes tier 2 content targeting non-beneficiary audiences on topics such as “Performance.” 
- 23andme.com footer nav features content targeting partners and retailers. 

KEY TAKEAWAYS CONT'D

User Journey

Knowing where a user is on their journey allows a site to serve up content that is welcome and relevant -- regardless of whether that content is deemed tier 1 or tier 2.

- By breaking the daunting task of going from unemployed to employed into distinct phases, Victoria's job and careers LP, creates meaningful context for a range of tier 2 as well as tier 1 content.
- gov.uk's "Related content" tile is a missed opportunity to present tier 2 content relevant to the page (mental health) instead of distracting a user with topics other than mental health.
- On Williams-sonoma.com a user is presented with tier 2 content based on the products they're shopping for.

KEY TAKEAWAYS CONT'D

Clarity

The ability to distinguish between tier 1 content versus tier 2 content, and further, from tier 2 content targeting primary users versus that targeting secondary users, varies widely from site to site and even from page to page.

- veterans.gc.ca flags tier 2 content with the use of subheads such as "Additional Information" as well as "Articles for Veterans and families."
- gov.uk makes little effort to distinguish between tier 1 versus tier 2, leading to content that is difficult to navigate.
- ssa.gov is careful to differentiate tier 2 content on the home page, yet makes little effort to do so on the retirement LP.
- amica.com clearly distinguishes between content types, from the home page, to product pages, and even on quote request forms.

veterans.gc.ca

VETERANS.GC.CA | OVERVIEW

Use of Tier 2 Content

- Tier 2 content is identified as such across the site through the use of subheads such as "Articles for Veterans and their Families" and "Additional Information."
- Footer nav includes links targeting non-veteran/beneficiary users.
- Form download pages include links to tips for completing form 
- In all but a few instances, tier 2 content targeting veterans/beneficiaries is distinct from that targeting non-veterans/beneficiaries

VETERANS.GC.CA | HOME

 Veterans Affairs Canada Anciens Combattants Canada

CANADA.CA  FRANÇAIS  MY VAC ACCOUNT 

MENU  Search 

Welcome to Veterans Affairs Canada

If you are a current or former member of the CAF or RCMP, or a family member, we have targeted services and benefits to improve your well-being.

Links to LPs that feature tier 2 as well as tier 1 content

Health programs and services
Support and services related to your physical and mental health and wellness.

Financial programs and services
Support for your income, help making ends meet, emergency funding, and funding for organizations.

Education and training
Prepare for post-service job.

Families and caregivers
Benefits and services.

Articles for Veterans and families

[View all articles](#)


How we review a disability benefit claim
Learn more about how your disability claim is reviewed by the department and particularly, by the adjudicator – a trained decision-maker for disability claims.


What do I need to include in my application for a disability benefit?
A complete application for a disability benefit will have all the information needed to determine that you have a diagnosed medical condition related to your service.


Your new mission
We all adjust differently to major life changes. For you and your family, the transition to post-service life means big changes, and sometimes challenges. It is a unique experience.

Tier 2 content clearly labeled.

[Back to key takeaways >](#)

VETERANS.GC.CA | HOME

About VAC

[News and media](#)
[Legislation and Policies](#)
[Who we are](#)
[What we do](#)
[Publications and reports](#)
[Research](#)
Resources 

Contact us

[Locations](#)
[Stay connected](#)

Follow Us 

Questions? Call us.

Toll-free: 1-866-522-2122
TDD/TTY: 1-833-921-0071

Have feedback for VAC?

Have your say!

VAC Assistance Service

The [VAC Assistance Service](#) can provide you with psychological support. It is available 24 hours a day, 365 days a year. The service is for Veterans, former RCMP members, their families, and caregivers and is provided at no cost. You do not need to be a client of VAC to receive services.

Toll-free: 1-800-268-7708
TDD/TTY: 1-800-567-5803

My VAC Account

A simple and secure way to do business online with Veterans Affairs Canada.

Register **Sign in**

Footer nav includes links to tier 2 and tier 3 content targeting non-veterans/beneficiaries.

[Back to key takeaways >](#)

VETERANS.GC.CA | HEALTH PROGRAMS AND SERVICES LP

Health programs and services

Support and services related to your physical and mental health and wellness.

Hearing loss and tinnitus

Services and compensation for your hearing loss, tinnitus or other hearing conditions.

Physical health and wellness

Assistance and compensation for knee, back or other physical injury or health needs.

ADDITIONAL INFORMATION

Information for healthcare service providers

For health professional who are interested in treating Veterans Affairs Canada clients.

Mental health and wellness

Counselling and compensation for your mental health needs such as PTSD or depression.

Case management

One-on-one support to help with a significant challenge in your life.

Benefit Grids

The Benefit Grids are comprehensive lists of the variety of services available, dollar and frequency limits and approval requirements within VAC's treatment benefits program.

Tier 2 content is housed under “additional information” separating it from tier 1.

Tier 2 content could be further differentiated by user—health care providers versus beneficiaries.

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VETERANS AFFAIRS CANADA | TIER DETAIL PAGE

Information for healthcare service providers

 Share this page

QUICK LINKS

- [How it works](#)
- [Become an approved service provider](#)
- [Obtain authorization](#)
- [Online services](#)
- [Additional information](#)

Veterans Affairs Canada (VAC) partners with Medavie Blue Cross to provide financial support to qualified Veterans who receive healthcare benefits and services through VAC's healthcare programs.

How it works

As VAC's claims administrator, Medavie Blue Cross is responsible for:

- Registering new service providers;
- Maintaining Veterans Affairs Canada's list of service providers; and
- Processing claims for payment to services providers.

Registering as a VAC service provider with Medavie Blue Cross means you can receive direct reimbursement for services performed for qualified Veterans.

Not yet a VAC service provider? No problem.

Qualified Veterans can pay you for their benefit or service and then they submit the original paid invoices/receipts for reimbursement to:

National Reimbursement Centre
PO Box 6700
Moncton, NB E1C 0T8

Provides links to additional content relevant to providers.

VETERANS AFFAIRS CANADA | TIER 2 DETAIL PAGE

How we review a disability benefit claim

A completed application for a disability benefit will show that you have a diagnosed medical condition (or disability) and that your condition is related to your service.

SHARE THIS ARTICLE ON: [f](#) [t](#) [m](#)



- [Entitlement Eligibility Guidelines](#) - These policy statements are based on evidence from peer-reviewed medical research and literature both in Canada and abroad. They help to ensure the consistency, equity and quality of decisions made regarding the relationship between your service and your disability.
- [Table of Disabilities](#) - The table is used by an adjudicator to assess the extent of a disability for the purposes of determining disability benefits. Specifically, to assess the level of an impairment and the impact that impairment has on your quality of life.
- [Medical questionnaires](#) - The purpose of a questionnaire is to support your diagnosis and supplement the information found in the **Table of Disabilities**.

Page includes prominent links to tier 1 content.

VETERANS AFFAIRS CANADA | FORM PAGE

[Home](#) > [Forms](#) > Treatment Benefits Reimbursement Claim Form (POC 1-14)

Treatment Benefits Reimbursement Claim Form (POC 1-14)

VAC 918e

Treatment Benefits Reimbursement Claim Form (POC 1-14)

[Download form](#) 

[Need help?](#)

File type: PDF fillable

File size: 1.98 Mb

Total pages: 2

Date issued: 06/03/2013

Last modified: 04/09/2018

Categories:

- [Health Care](#)

Protect your personal information!

You can enter your information directly into this form and save it as you go. If you are using a public computer that can also be used by other people, such as a library computer, you have to be extra careful. Remember to protect your personal information if you are filling out this form on a

Link to tier 2 content related to form.



Did you know the **Benefits Navigator** is an online questionnaire to help identify the VAC programs and services you may be eligible to receive?

[Benefits Navigator](#) 

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VETERANS AFFAIRS CANADA | TIER 2 DETAIL PAGE

About fillable forms

TABLE OF CONTENTS

[Software for using fillable forms](#)

[Completing fillable forms](#)

[Moving within a form](#)

[Changing entered data](#)

[Multi-part forms](#)

[Check boxes](#)

[Multi-line fields](#)

[Forms that perform calculations](#)

[Fields with a limited number of characters](#)

[Specific fields](#)

[Dates](#)

[Dollar amounts](#)

Extensive tier 2 content on how to complete forms.

Does not open in a separate tab.



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gov.uk

GOV.UK OVERVIEW

The site's sub-optimal UX and UI make it difficult to properly assess use of tier 2 content.

Lack of distinction between tier 1 and tier 2 content contributes to dense pages that lack clear user objectives or paths. 

Could see a user spending significant time on the site and coming away feeling like they had looked at a lot but accomplished little. 

GOV.UK | SUPPORT SERVICES LP

Defence and armed forces

Support services for veterans and their families

[Subscribe to email alerts](#)

[See latest changes to this content](#)

From: [Ministry of Defence, Veterans UK, Veterans Advisory and Pensions Committees, Office of the Secretary of State for Scotland, Cabinet Office](#)
+ 5 more

Employment [Recruiting ex-services personnel](#)
[Career Transition Partnership](#)

Pensions and compensation [Armed forces pensions](#)
[Veterans UK pensions forms](#)
[War Pension Scheme](#)
[War Pension and AFCS notice of appeal](#)

Service records and medals [Armed forces veterans badge application form](#)

Welfare and support [Armed Forces Covenant: guidance and support](#)
[Veterans Welfare Service protocols](#)

[Support for war veterans](#)
[Urgent help for veterans in a crisis](#)
[Veterans World](#)
[Veterans Welfare Service: useful links for the service community](#)

Tier 2 content not called out

Is this page useful? [Yes](#) [No](#)

Is there anything wrong with this page?

GOV.UK | SUPPORT SERVICES FOR WAR VETERANS

The Veterans and Reserves Mental Health programme

The Veterans and Reserves Mental Health programme (VRMHP) provides assessment and treatment advice for veterans (who have deployed since 1982) and reserves who have been deployed overseas since 1 January 2003 as a reservist, and believe that their deployment may have affected their mental health.



All veterans referred to the VRMHP will receive a full psychiatric assessment completed by a consultant psychiatrist; this assessment report is then sent on completion to the veteran's GP and if involved, the local mental health service, with advice on further treatment and care. Reserves whose condition is found to be operationally related and of a nature that can be treated within the resources of the Defence Medical Service (DMS) can access treatment in a MOD UK Department of Community Mental Health (DCMH) and will be offered out-patient treatment at a DCMH closest to where they live.

Referrals for reservists and veterans should be directed to DCMH Colchester:

Veterans and Reserve Mental Health programme
DCMH Colchester
www.gov.uk/government/organisations/defence-medical-service

Mental health is a chunk of content on a long page covering everything from health and pensions to war graves. No tier 2 content (such as links to “understanding mental health”) are provided.

GOV.UK | MENTAL HEALTH SUPPORT LP

Guidance

Mental health support for the UK armed forces

Mental health support and advice facilities for service personnel, reservists, veterans and service families.

Published 12 December 2012

Last updated 11 January 2016 — [see all updates](#)

From: [Ministry of Defence](#)

Contents

- [Serving personnel](#)
- [Reservists](#)
- [Service families and veterans](#)
- [Armed forces covenant and mental health](#)
- [Getting advice or help urgently](#)
- [Related information](#)

The mental health and wellbeing of service reservists, their families and veterans is a p

Related content

- [Looking after our Armed Forces](#)
- [Gulf veterans' illnesses](#)
- [Ministerial responsibility for covenant and veterans issues](#)
- [Addressing commercial disadvantage for armed forces service personnel](#)
- [The Armed Forces Covenant in numbers 2016](#)

The “Related Content” menu doesn’t include content related to mental health. Missed opportunity to provide tier 2 content in context.

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GOV.UK | MENTAL HEALTH SUPPORT LP

Service families and veterans

In the UK, the NHS is responsible for delivering healthcare for the families of those serving and [veterans](#). Mental healthcare is a multi-agency delivery effort and the MOD and UK Department of Health are working with the NHS and service charities, including [Combat Stress](#), to promote awareness of veterans' and service family issues.

In addition, [Help for Heroes Hidden Wounds](#) provides free and confidential support to Veterans, their families and the families of those currently serving who are suffering with anxiety, depression, stress, anger or alcohol. The service is easily accessible, with support delivered by phone, Skype or face to face.

Veterans can also access services run by the Veterans and Reserves Mental Health Programme (VRMHP) as above.

The MOD provide healthcare services to families who are registered with Defence Medical Services, including those who accompany their serving family member when posted to our major bases overseas.

Armed forces covenant and mental health

The [Armed Forces Covenant](#) states that the armed forces community should enjoy the same standard of, and access to, healthcare as that received by any other UK citizen in the area they live.

MOD has published information leaflets aimed at veterans, serving personnel and their families outlining how the Covenant can help them. If members of our armed forces community feel they have been disadvantaged accessing public services these leaflets will help to identify where to go to address the problem.

Content links are buried in long text with no clear indicators as to whether they are tier 1 or 2.

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vic.gov.au

VIC.GOV.AU OVERVIEW

When it comes to primary users (citizens seeking to access services and information) the website for the state of Victoria structures content more by user need than content tiers.

Whether a user is buying a home or looking for a job, they are presented with sequential lists that allow them to choose where they are in the process, and are then presented with a mix of tier 1 and tier 2 content—all of which is relevant to where they are on their journey, so it doesn't feel overwhelming.

VIC.GOV.AU | HOME PAGE

The screenshot shows the VIC.GOV.AU home page with a blue header bar. Below the header, there's a large orange and yellow geometric graphic. On the left, a section titled "Find, connect, shape your Victorian Government" offers access to grants and services. On the right, a sidebar titled "Want to know more about..." lists links to "Emergency incidents and warnings", "First home buyer guide", "Traffic and transport updates", "Government support for job hunters", and "Seniors card". A blue callout box with a yellow icon points to this sidebar with the text: "Home page features a mix of ‘doing’ and ‘learning’ content, from learning more about given topics to checking rebate eligibility." At the bottom left, a "Solar Victoria" section discusses energy bills and climate change, with a blue button to "Check if you're eligible for solar rebates". A blue line also points from this section towards the "Want to know more about..." sidebar.

Information and services · About the Victorian Government

Find, connect, shape your Victorian Government

Access grants and services, find out what's on in Victoria and have your say on government decisions.

Solar Victoria

Helping Victorians to take control of their energy bills, create jobs, tackle climate change and provide a cleaner, better future.

Check if you're eligible for solar rebates

Want to know more about...

- Emergency incidents and warnings
- First home buyer guide
- Traffic and transport updates
- Government support for job hunters
- Seniors card

Home page features a mix of “doing” and “learning” content, from learning more about given topics to checking rebate eligibility.

VIC.GOV.AU | HOME PAGE

Information and services	About the VIC Government	
Grants and programs	Victorian Government Directory	
What's on	The Premier and ministers	
Jobs and careers	Departments	
Business and the workplace	Standards and guidelines	
Communities	Budget and procurement	
Housing and property	Using Victoria's data	
Traffic and transport	Strategies, policies and inquiries	
Health and social support	Join a government network	
Education	Victoria's free public wi-fi	
Law and justice		
Environment, water and energy		
Arts and sport		

Footer nav divided between tier 1 “Information and services” content, and tier 2 “about the VIC Government.”



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VIC.GOV.AU | JOBS & CAREERS LP

Support guides

Get step by step information on how to find, apply for and start a job, and where the government can help.

Find a job in Victorian Government

This page is a general guide on finding a job. For information on how to find, apply for and start a job in the Victorian Government, visit Careers Victoria.

[Find a Victorian Government job](#)



A menu lets job hunters identify where they are in the process, providing relevant context for both tier 1 and tier 2 content.



1 Before you start

2 Get prepared

3 Apply for jobs

4 Start your job

Contact Us About Jobs Help

Jobs Victoria
121 Exhibition Street, Melbourne , VIC 3000
1300 208 575
jobsvictoria@ecodev.vic.gov.au

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VIC.GOV.AU | JOBS & CAREERS LP

1 Before you start ^

Get help to pay the bills

Often when you are looking for support finding a job, it means you have been out of work for a while. The first thing we can help with is paying the bills.

If you're struggling with debts, talk to the [National Debt Helpline](#). They offer free, independent and confidential advice.

If you want help to budget better, use [MoneySmart](#).

You may also be eligible for [Centrelink Job seeker benefits](#) and some [Victorian Government concessions and benefits](#).

Regain confidence

When you have been unemployed for a while it can be very stressful. Use the Better Health Channel's [Stressbusters](#) for support.

The Better Health Channel also offers help on [retrenchment and financial loss](#) and how to cope with the feelings that result from it.

Unemployment can also make existing mental health conditions worse or cause new ones to form. For support with a range of mental health concerns, including depression and anxiety, visit The Better Health Channel's [Mental Health Services](#) page.

Letting a user self identify as not having started their job search provides meaningful context for information on mental health support related to recent job loss.

ssa.gov

SOCIAL SECURITY ADMINISTRATION | OVERVIEW

The site does a better job of handling tier 2 content aimed at secondary users than it does with tier 2 content that is supplemental for primary users.

Tier 2 content targeting audiences such as educators is featured on the home page, but lives in the blog, which has its own subdomain.

On the retirement benefits LP, there is no clear visual distinction between tier 1 content (calculators, applications, spousal benefits) and tier 2 content (application questions, nutrition assistance) so it is an inefficient use of both and results in a cluttered page.

SOCIAL SECURITY ADMINISTRATION | HOME PAGE

Social Security

SEARCH MENU LANGUAGES SIGN IN/UP

Status of local offices affected by Hurricane Dorian

Retirement Disability

Online Services Medicare Enrollment

Protect yourself from fraudulent callers claiming to be from Social Security.

my Social Security

Social Security Number

Retirement Estimator

FAQs

Check out your Social Security Statement, change your address & manage your

Your Social Security number remains your first and continuous link with Social

Calculate your benefits based on your actual Social Security earnings record

Get answers to frequently asked questions about Social Security

Real estate above the fold is dedicated to tier 1 content.

SOCIAL SECURITY ADMINISTRATION | HOME PAGE CONT'D

Newsroom

Social Security Announces First Potential Group of Participants for New Electronic Social Security Number Verification Service

The Social Security Administration today announced the first potential group of selected participants for its...

Back to School with Social Security

It typically takes people a lifetime of planning to reach their retirement goals. The earlier young workers know about saving for their future, the better chance they'll have at achieving a comfortable retirement...

[Blog](#)
[Newsletter](#)
[Press Releases](#)


Tier 2 content (such as tools for educators) is featured on home page below the fold under “Newsroom,” with a color palette and design that distinguish this content from the Tier 1 content on the rest of the page.

Benefits
Retirement
Disability
Medicare
Survivors
SSI

Resources
Online Services
FAQs
Contact Us
Forms
Glossary
Publications

Agency
About Us
Accessibility
FOIA
Open
Government
Plain Language
Privacy

Connect with Us
Blog
Facebook
Instagram
Twitter
YouTube
All Social Media

Related Websites

Report Fraud, Waste or Abuse
Office of the Inspector General

[Benefits.gov](#)

[MyMoney.gov](#)

[Regulations.gov](#)

[USA.gov](#)

Footer nav includes tier 2  content targeting beneficiaries (glossaries, publications).

This website is produced and published at U.S. taxpayer expense.

[Back to key takeaways >](#)

SOCIAL SECURITY ADMINISTRATION | RETIREMENT LANDING PAGE

No clear distinction between tier 1 content (calculators, applications, spousal benefits) and tier 2 content (application questions, nutrition assistance) results in no clear path for “doing” or “learning.”

Apply for Retirement Benefits

Social Security offers an online retirement application that you can complete in as little as 15 minutes. It's so easy. Better yet, you can apply from the comfort of your home or office at a time most convenient for you. There's no need to drive to a local Social Security office or wait for an appointment with a Social Security representative.

In most cases, once your application is submitted electronically, you're done. Social Security will process your application and contact you by telephone or by mail if any further information is needed.



[Apply for Retirement Benefits](#)

[Return to a Saved Application](#) | [Check Application Status](#)

If you prefer to complete your application in a language other than English, the online application will give you the option to schedule an appointment to apply for benefits in your preferred language. The online application is currently only available in English.

Questions about our Social Security Retirement Benefits Application

Who can apply for retirement benefits online?

You can apply online for retirement benefits or [benefits as a spouse](#) if you:

- are at least 61 years and 8 months old;
- are **not** currently receiving benefits on your own Social Security record;
- have not already applied for retirement benefits; **and**

Related Information

- [Retirement Publications](#)
- [Benefit Calculators](#)
- [Estimate your retirement benefits](#)
- [Find your full retirement age](#)
- [Benefits for your spouse](#)
- [Benefits for you as a spouse](#)
- [If you are eligible for a spouse's benefit and your own retirement benefit](#)
- [Retirement Toolkit](#)
- [Nutrition Assistance Programs](#)

Planning for Retirement

Social Security offers complete information on how to plan for your retirement.



[USE OUR RETIREMENT PLANNER](#)

Already Receiving Benefits

If you receive retirement or spouse's retirement benefits, you can get information and services for managing your benefit.

[Back to key takeaways >](#)

SOCIAL SECURITY ADMINISTRATION | TIER 2 DETAIL PAGE

The screenshot shows the SSA Tier 2 Detail Page for a blog post titled "Back to School with Social Security". The page features the SSA logo and the tagline "Securing today and tomorrow". The main heading "SOCIAL SECURITY MATTERS" is displayed prominently. The blog post is authored by Darlynda Bogle, Assistant Deputy Commissioner, and was posted on September 12, 2019. The content discusses the importance of saving for retirement early and how Social Security can help. Below the post, there is a sidebar with links to "Create a my Social Security Account", "Subscribe", and "Estimate Retirement". A list of "POSTS IN:" categories is also provided. At the bottom, there is a section about the "Information for Educators" toolkit.

Back to School with Social Security

Posted on [September 12, 2019](#) by [Darlynda Bogle, Assistant Deputy Commissioner](#)

It typically takes people a lifetime of planning to reach their retirement goals. The earlier young workers know about saving for their future, the better chance they'll have at achieving a comfortable retirement. This is why Social Security has created a resource specifically for teachers and students.

Our Information for Educators page contains a toolkit with information and resources to educate and engage students on Social Security programs and services. Within the toolkit, you'll find:

- Two lesson plans with objectives
- Infographics and handouts for each lesson plan

[← Previous](#)

[Create a my Social Security Account](#)

[Subscribe](#)

[Estimate Retirement](#)

POSTS IN:

- [Aging](#) (8)
- [Cola](#) (7)
- [Disability](#) (88)
- [Fraud](#) (23)
- [General](#) (25)
- [General Questions](#) (33)
- [Guest Bloggers](#) (20)
- [Health Care](#) (13)
- [History](#) (14)
- [Medicare](#) (20)
- [National Social Security Month](#) (14)

Content for educators located under blog subdomain.

Prominent links back to tier 1 content.

[Back to key takeaways >](#)

SOCIAL SECURITY ADMINISTRATION | ADDITIONAL URL

The screenshot shows the footer navigation area of the OIG website. It includes links for Benefits, Resources, Agency, Connect with Us, Related Websites, and Report Fraud, Waste or Abuse. A callout box highlights the 'Report Fraud, Waste or Abuse' link, which points to the oig.ssa.gov subdomain. The footer also features links for ESPAÑOL, BLOG, RSS, E-UPDATES, and CONTACT OIG, along with a search bar.

ssa.gov footer nav to oig.ssa.gov subdomain

OIG Office of the Inspector General SOCIAL SECURITY ADMINISTRATION

ABOUT THE OIG REPORT FRAUD, WASTE, OR ABUSE AUDITS AND INVESTIGATIONS NEWSROOM

Featured Company Pays \$50,000 Penalty to Settle Claim of Misleading Consumers with Social Security-Related Images ... [READ MORE](#)

Scam AWARENESS

REMAIN VIGILANT OF GOVERNMENT IMPERSONATION SCHEMES ▶

THE LATEST FROM OIG

SEMIANNUAL REPORTS PERFORMANCE REPORTS NEWS RELEASE NEWS RELEASE

[Back to key takeaways >](#)

sba.gov

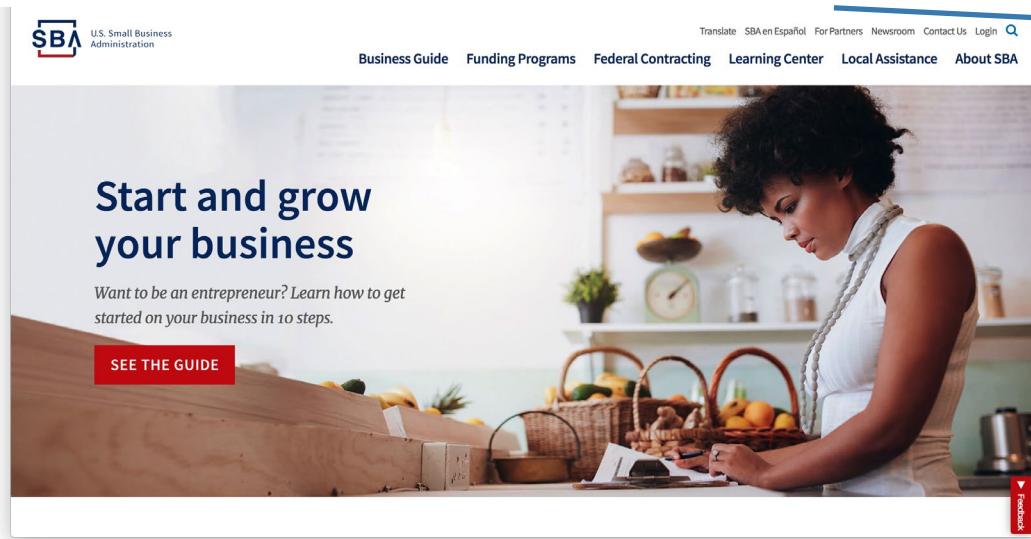
SMALL BUSINESS ADMINISTRATION | OVERVIEW

Tier 2 content is easy to find in the utility and footer nav.

Not enough thought given to tier 2's role in supporting, rather than diluting, tier 1 content.

Landing pages full of text and embedded links fail to provide users with a roadmap to consuming tier 2 content in ways that keeps them on task.

SMALL BUSINESS ADMINISTRATION | HOME PAGE



U.S. Small Business Administration

Business Guide Funding Programs Federal Contracting Learning Center Local Assistance About SBA

Translate SBA en Español For Partners Newsroom Contact Us Login Q

Start and grow your business

Want to be an entrepreneur? Learn how to get started on your business in 10 steps.

SEE THE GUIDE

▼ Feedback

“Partners” / tier 2 content in utility nav

SMALL BUSINESS ADMINISTRATION | HOME PAGE

[Business Guide](#) [Funding Programs](#) [Federal Contracting](#) [Learning Center](#) [Local Assistance](#) [About SBA](#)

Organization



[Open government](#)

[Work for the SBA](#)

SBA Leadership

FOIA

Employee life

Contact the SBA

Digital SBA

Jobs at the SBA

SBA initiatives

About the SBA.gov website

Contracting for the SBA

Forms and documents

Privacy Act

[Oversight and Advocacy](#)

Performance

Privacy Act request guide

Office of Hearings and Appeals

SBA Locations

Headquarters Offices

[SBA Newsroom](#)

Office of Inspector General

District Offices

Press office contacts

Office of the National Ombudsman

What We Do

SBA Team

Newsroom

SBA Performance

FOIA

Oversight & Adv

Contact SBA

Privacy Policy

SBA en Español

Tier 2 content topics are easy to find under the About menu.

Footer nav includes tier 2 content targeting non-beneficiary audiences on topics such as “Performance.”

[Back to key takeaways >](#)

SMALL BUSINESS ADMINISTRATION | TIER 1 LP



- Market share
- Strengths and weaknesses
- Your window of opportunity to enter the market
- The importance of your target market to your competitors
- Any barriers that may hinder you as you enter the market
- Indirect or secondary competitors who may impact your success

Several industries might be competing to serve the same market you're targeting. That's why you should analyze your industry. There are many methods for doing this, including [Porter's Five Forces analysis](#). Importantly, it helps you understand competition, threat of new competitors or services, and the effect of suppliers and customers on your business.

LPs like “Plan Your Business” are dense with text and embedded links. While the copy provides context, the page as a whole is overwhelming.

Link is to another site and opens in same tab.

[Back to key takeaways >](#)

SMALL BUSINESS ADMINISTRATION | TIER 2 LP

The screenshot shows the SBA Tier 2 LP website's homepage. At the top, there is a navigation bar with links for Business Guide, Funding Programs, Federal Contracting, Learning Center, Local Assistance, and About SBA. Below the navigation, there are four main categories represented by icons and text:

- Lenders**: Partner with the Small Business Administration to issue government-guaranteed loans.
- SBICs**: Get access to low-cost, government-backed capital to invest in small businesses.
- Surety bond partners and agents**: Operate as a surety bond partner or agent. Sub-links include "List of surety bond partners" and "Become an SBA surety partner".
- Contracting officials**: Work with the SBA to meet and exceed your agency's contracting goals.

A red "Feedback" button is located at the bottom right of the page.

LP lets partners self select and drill down to appropriate content.

SMALL BUSINESS ADMINISTRATION | TIER 2 DETAIL PAGE

Become an SBA surety partner

Are you a surety bond company or licensed surety agent? Do you underwrite contract surety bonds? If so, the SBA may be a valuable partner to you.

[APPLY NOW](#)

Why partner with the SBA?

- Security**
The SBA covers as much as 90% of a surety's losses if a small business defaults.
- New clients**
Expand your business and partner with clients in the SBA's network.
- Support small business**
Provide small businesses access to contract work.

Prior Approval vs. Preferred

The SBA Surety Bond Guarantee program has two components: the Prior Approval surety bond program and the Preferred surety bond program. In the Prior Approval program, all bond guarantee applications are submitted to the SBA for prior review and approval. In the Preferred program, sureties have the authority to issue, monitor, and service bonds without prior approval by the SBA.

Guarantee rates

For surety bonds issued in either program, the SBA guarantees 90 percent of the losses incurred on contracts up to \$100,000, and on contracts awarded to the following types of businesses:

- Socially and economically disadvantaged small businesses
- Historically Underutilized Business Zones (HUBZone) Program small businesses
- (8(a) Business Development Program small businesses
- Veteran or Service-Disabled Veteran-Owned small businesses

The SBA offers an 80 percent guarantee on bonds for all other individual contracts up to \$6.5 million or up to \$10 million if a federal contracting officer certifies that the SBA's guarantee is necessary for the small business to get a bond.

[Eligibility requirements for the Prior Approval program](#)

Users must rely mainly on site nav to get back to tier 1 content from a tier 2 detail page.



REI.com

REI | OVERVIEW

While the majority of REI's tier 2 content lives within the main site (such as Expert Advice, Classes & Events, and Co-op Journal), there's one exception.

"Conversations" lives under a subdomain. This provides greater separation for content that is largely user generated and, therefore, won't always support brand values.

REI.com avoids featuring tier 2 content on product pages, presumptively to avoid interrupting purchases and knowing a web-savvy customer base will be  comfortable navigating back and forth between educational content and products.

REI | HOME PAGE

The screenshot shows the REI homepage with a dark header. The top navigation includes links for SHOP REI, REI OUTLET, USED GEAR, REI ADVENTURES, CLASSES & EVENTS, EXPERT ADVICE, CO-OP JOURNAL, CONVERSATIONS, and CAMPING PROJECT. Below the header is the REI logo and a search bar with the placeholder "Search for great gear & clothing". To the right of the search bar are links for SIGN IN, STORES, and CART. A secondary navigation bar below the header lists categories: Camp & Hike, Climb, Cycle, Paddle, Run, Snow, Travel, Yoga, Men, Women, Kids, and Deals. A promotional banner at the bottom of the header offers a \$20 bonus card for new members. The main content area features a collection of Patagonia Black Hole bags and a headline: "Looks the same. Made a whole lot sm". Below the headline is a paragraph about the environmental benefits of the collection, followed by a "Shop Patagonia Black Hole" button.

SHOP REI REI OUTLET USED GEAR REI ADVENTURES CLASSES & EVENTS EXPERT ADVICE CO-OP JOURNAL CONVERSATIONS CAMPING PROJECT

REI CO-OP

Search for great gear & clothing

SIGN IN STORES CART

Camp & Hike Climb Cycle Paddle Run Snow Travel Yoga Men Women Kids Deals

Become a member, spend \$100 and get a **\$20 bonus card** toward a future purchase. [Learn more](#)

**Looks the same.
Made a whole lot sm**

The Patagonia Black Hole collection might look the same, but now it's made with 100% recycled body fabric and webbing.

Shop Patagonia Black Hole

Tier 2 content links including REI Adventures, Classes & Events and Expert Advice are featured in nav.

REI | HOME PAGE

[Find In Store](#)

[Select Store](#)

Sleeping Capacity

- 2-person (12)
- 3-person (11) **3-person**
- 4-person (24)
- 6-person (17)
- 8+ people (3)

Brand

- Eureka (1)
- Marmot (1)
- TENTSILE (2)
- Tepui Tents (6)
- Yakima (1)

Seasons

- 3-season (10)
- 4-season (1)

[.rei.com/product/166777/yakima-skyrise-hd-3-tent](http://rei.com/product/166777/yakima-skyrise-hd-3-tent)

Camping and Hiking > Tents > Camping Tents

3-person Camping Tents (11 results)

Sort by: Best Match

Tepui Tents
Explorer Series Autana 3 Tent with Annex - Tan
\$1,999.95
 (10)

2 colors
Tepui
Kukenam
\$1,499.95
 (10)

Expert Advice > Camping

How to Choose Tents for Camping

★★★★★ 4.1 (324)
This article is part of our series: [Intro to Camping](#).

Car camping with family or friends is a summer pastime for many of us. Whether the campground itself is the main attraction or it's simply your base camp for nearby activities, this article will help you find the

REI chooses not to present valuable tier 2 content within the shopping experience.

A user feeling overwhelmed by tent choices is not presented with this buying guide anywhere on the product page.
(Acceptable for REI users, not for VA.gov users.)

[Back to key takeaways >](#)

REI | SUBDOMAIN

The screenshot shows the homepage of the REI Conversations subdomain. At the top, there's a navigation bar with links: SHOP REI, REI OUTLET, USED GEAR, REI ADVENTURES, CLASSES & EVENTS, EXPERT ADVICE, CO-OP JOURNAL, CONVERSATIONS (which is the active tab), and CAMPING PROJECT. Below the navigation is the REI co-op logo and a "CONVERSATIONS" section. A search bar and "Help" and "Sign In" buttons are also present. The main content area has a dark blue background with a mountain image. It features a large "Welcome to Conversations" heading and a paragraph about the community's purpose. A blue button says "Start a Conversation". Below this, it displays statistics: 360 Members Online, 1,382 Conversations, and 109 Solutions. There are four main sections with icons and descriptions: "Activities" (two people icon), "Outdoor Life" (trees icon), "Local Happenings" (tent and sun icon), and "Ask an REI Employee" (backpack icon). Each section includes a brief description and a "Read More" link.

REI uses a subdomain for user generated content.

[Back to key takeaways >](#)

Hill & Ponton

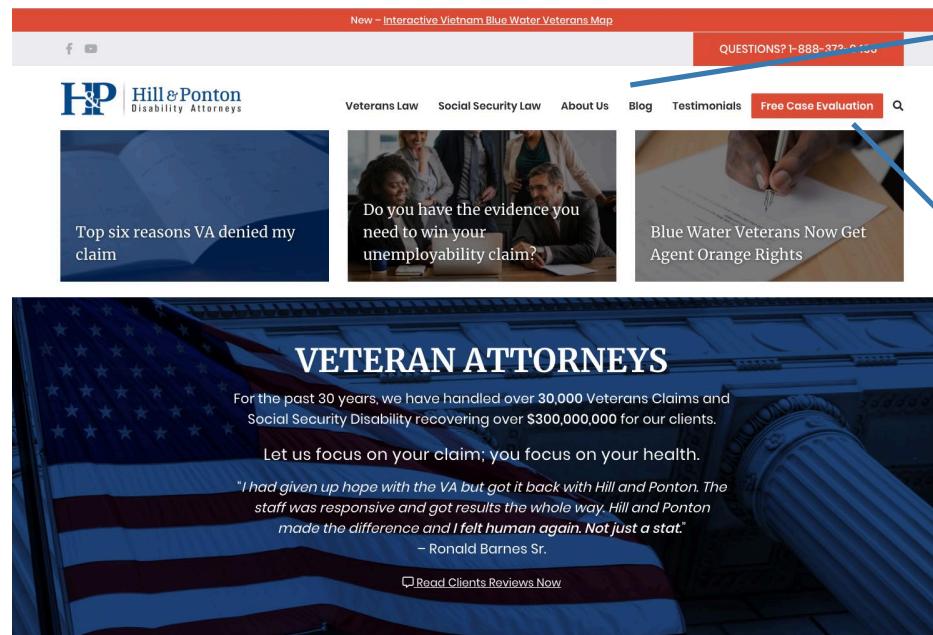
HILL & PONTON | OVERVIEW

The firm is strategic about presenting tier 2 content where and when it's relevant, helping to make the user a more informed potential client.

Throughout the site, a “free evaluation” CTA is prominent, the main site objective being to prompt users to connect.



HILL & PONTON | HOME PAGE



Blog is prominent in main nav

Links to submittal form for free evaluation are prominent. No tier 2 content appears on the eval form page, helping to ensure users complete and submit.



HILL & PONTON | HOME PAGE CONT'D



Social Security Disability

Our country's Social Security disability system was designed to provide working people with a security net when times are bad. Unfortunately, this security net is sometimes destroyed by bureaucratic red tape.

We help people just like you get past the red tape and get their benefits quicker.

[Learn More](#)

Content designed to help educate and inform is prominently displayed on the home page.

HILL & PONTON | DISABILITY CALCULATOR

[Home](#) > 2019 VA Disability Calculator

Combined Disability Percentage

0%

Enter your disabilities using the buttons below.

If your disability is on an extremity push that proper leg or arm button then push the percentage, if it is not just select the percentage.

LEFT LEG	RIGHT LEG	LEFT ARM	RIGHT ARM	
10%	20%	30%	40%	50%
60%	70%	80%	90%	100%

How many dependent children do you have who are under the age of 18?

None

How many dependent children do you have who are between the ages of 18 and 24?

None

Below the calculator, tier 2 content directly related to disability ratings is presented.

The combined rating system starts to work against a veteran when he gets closer to 100%. It gets harder and harder to get that higher rating, especially once a veteran is over 50%. For instance, if a veteran has a ratings of 50% for PTSD, 50% for Sleep Apnea, a rating of 20% for diabetes and 20% for a back problem the combined rating is 80%. So even though $50+50+20+20 = 140$ in real math; it is only 80 in VA math.

Do VA disabilities keep you from working? If so, you should be rated at 100%.

[Click Here for a FREE Case Evaluation](#)

[Back to key takeaways >](#)

HILL & PONTON | BLOG POST

New – [Interactive Vietnam Blue Water Veterans Map](#)

f y

QUESTIONS? 1-888-373-9436

H&P Hill & Ponton
Disability Attorneys

Veterans Law Social Security Law About Us Blog Testimonials [Free Case Evaluation](#) 

H&P BLOG

Home > Blog > Veterans > Featured > Do you have the evidence you need to win your unemployability claim?



Blog provides informational content designed to help client self-advocate

Do you have the evidence you need to win your unemployability claim?

November 21, 2014 | in [Featured](#), [Unemployability](#) | by Matthew Hill

To show that you are entitled to VA unemployability you have prove that your VA service connected disabilities keep you from working. You must also have a combined rating of 70% with at least one of those ratings being for 40% or a single rating of 60% (there are many [exceptions to this 40% and 60% requirement](#)). Once you have this rating then you need to show that these disabilities keep you from working. Here is what you need:

1. Fill out and hand in VA's unemployability for 21 8940. VA will not approve you claim without this form
2. Get together medical evidence showing the severity of your service connected disability
3. Get any statements you can from former employers about how they saw your disabilities interfered with you work
4. Have your friends and family write statements about what they observe your restrictions are due to your disabilities. It is important that their statements are basic and do not try to be over

Testimonials

"3 years ago I was directed to Hill and Ponton to help me appeal a Veterans Administration decision. It is, without a doubt, the best move I have made in my adult life. This firm is 1) knowledgeable 2) courteous 3) and "spot on" for getting things ..."

– M. Calkins Sp/4 Vietnam 67-69 (May 2019)



Sub Menu

[Social Security Law](#)

[Attorneys](#)

HILL & PONTON | BLOG POST CONT'D

needs, which in turn zaps all his energy. He would not be able to make it through a full work day.'

6. If you are proactive in obtaining this evidence then your chances to win will go up significantly.



You Might Also Like



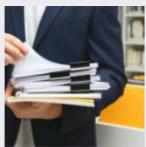
Migraines & Your Claim for Individual Unemployability

Migraine headaches have become a growing problem for veterans as they return home from deployments. In fact, one study shows an increase of nearly 60% in migraine diagnoses in U.S....



VA Claim Evidence Gathering: Buddy Statements

An importance source of evidence that can be gathered by a veteran fighting for service connection or an increased rating is buddy statements. A buddy statement is a written statement...



Different Types of VA 100% Ratings

When it comes to VA disability compensation, the goal for most veterans is getting a 100% rating. The road to a 100% rating can be long and confusing. There are...



Find Out How fMRIs Can Help Some Veterans



Video – Connecting Bladder Cancer to Your Asbestos Exposure



How the VA Rates Obstructive Sleep Apnea



The 3 Types of Temporary 100% Disability Ratings



Video – Prepare for Diabetes C&P Exam By Following These Tips

Additional, relevant posts prominently featured.

Chisholm & Kilpatrick

CHISHOLM & KILPATRICK | OVERVIEW

Just as with Hill & Ponton, tier 2 content is visible and accessible, while the user is never far from a highly prominent “free evaluation” CTA.



CHISHOLM & KILPATRICK | HOME

The screenshot shows the homepage of Chisholm Chisholm & Kilpatrick LTD. At the top, there's a navigation bar with links for 'Veterans Law', 'ERISA Law', 'Personal Injury Law', 'About CCK', 'Resource Library', 'Blog', and a prominent red 'Free Case Evaluation' button. A yellow speech bubble icon is positioned above the 'Resource Library' link. Below the navigation is a large banner with the text 'EST. 1999' and 'National leaders in veterans appeals, ERISA, and insurance litigation'. To the right of the banner, a section titled 'How can we help?' lists three options: 'VA disability benefits', 'Long-term disability benefits', and 'A personal injury case'. A blue line points from the 'Resource Library' link in the nav bar to the 'Resource Library' section in the main content. Another blue line points from the 'Blog' link in the nav bar to the 'Blog' section in the main content.

Adjust Font Size: A +

We have a NEW location at 321 S Main St #200 Providence RI 02903 »

Veterans Law ERISA Law Personal Injury Law About CCK Resource Library Blog Free Case Evaluation

EST. 1999

National leaders in veterans appeals, ERISA, and insurance litigation

Chisholm Chisholm & Kilpatrick LTD

How can we help?

I need help with

- VA disability benefits
- Long-term disability benefits
- A personal injury case

Veterans Law ERISA Law Personal Injury Law About CCK Resource Library Blog Free Case Evaluation

Get the legal lowdown on our blog.

Join the Discussion:

f

 100 Percent VA Disability and Working

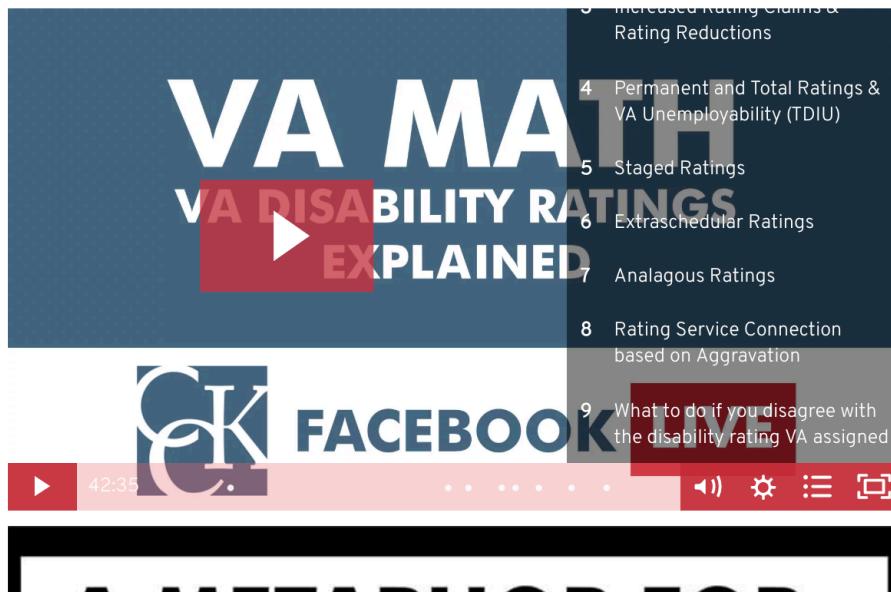
September 13, 2019

Resource Library in main nav

Prominent link to blog

CHISHOLM & KILPATRICK | DISABILITY CALCULATOR PAGE

To begin calculating a combined rating, start with your highest individual rating and subtract it from 100%; this 100% represents the portion of the veteran that is NOT disabled, which the VA calls “efficiency.”



Tier 2 content directly related to disability ratings is presented below the calculator, and includes text, a video and an infographic.

A user can go deep into disability ratings without leaving the page.

[Back to key takeaways >](#)

amica.com

AMICA OVERVIEW

While Amica's website is not nearly as large or content heavy as VA.gov, they do face a similar challenge in needing to house tier 1 content, such as quote requests and coverage calculators, and tier 2 content, like explaining the basics of auto coverage.

The site makes tier 2 content highly accessible, clearly distinguishes it from tier 1 content, and always provides a clear path back, or into, the quote request process.



AMICA | HOME PAGE

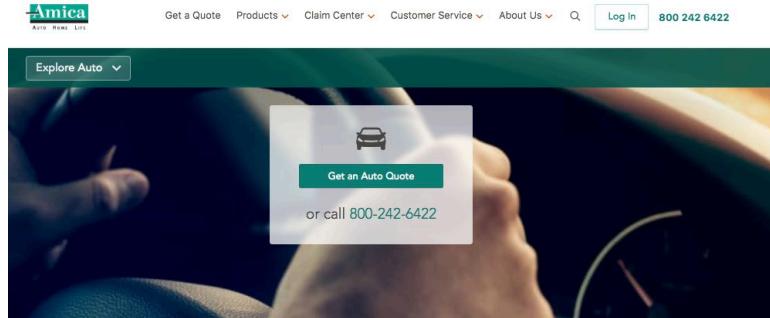
The screenshot shows the Amica Home page. At the top, there's a navigation bar with links for Get a Quote, Products, Claim Center, Customer Service, About Us, Log In, and a phone number (800 242 6422). A red banner at the top features a hurricane icon and the text "Hurricane Dorian: Stay safe and take steps to prepare today." Below the banner, on the left, is a sidebar with dropdown menus for "Auto" and "State", and a "Get a Quote" button. The main content area has a large background image of a family walking in a field. Overlaid on this are three buttons: "Get Auto ID Cards >", "Make a Payment >", and "Report a Claim >". Below these buttons is a paragraph of text: "Count on Amica for auto, home and life insurance, and get ready for a different, more personalized experience. We'll explain all your coverage options and explore discounts to help you save." At the bottom, there are three boxes: "Auto" (with a car icon), "Home" (with a house icon), and "Life" (with two people icons). Each box has a subtitle: "Here for you on the road", "Protect the place you call home", and "Stay protected along life's journey". A blue arrow points from the text "Both tier 1 and tier 2 content appear on the home page." to the "Report a Claim >" button.

Both tier 1 and tier 2 content appear on the home page.

There's a clear distinction between actions--get quote, make payment, report claim--and educational content on types of coverage (auto, home, life).

[Back to key takeaways >](#)

AMICA | AUTO LP



Users can educate themselves on auto insurance topics that aren't specific to Amica products.

A screenshot of the Amica Auto LP website showing the 'Top 5 reasons to choose Amica for auto insurance'. The section has a light yellow background. It lists two reasons: 1. Save up to 25% with multiple cars.¹ and 2. Save up to 15% if you insure your car and home.¹. There are two blue horizontal bars at the bottom of the slide, one above and one below this section.

AMICA | COVERAGES LP

Auto Insurance Coverage

Customize an auto insurance policy that fits your budget and lifestyle¹

What auto insurance coverage do I need?

It's important to answer these questions before getting [auto insurance](#):

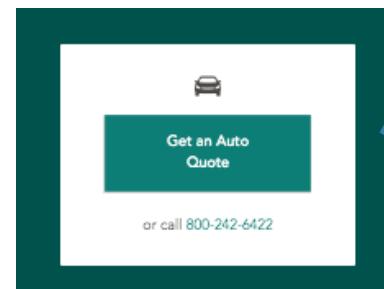
- Are you leasing or financing a car?
- What is the year and condition of the car?
- What's your current financial situation?
- Do you want maximum coverage?

Understanding your coverage will help you know what to expect after a loss.

Policy Coverage

Property Damage Liability	Bodily Injury Liability
Provides coverage for property damage that you're responsible for as a result of a car accident.	Provides coverage for bodily injury that you're responsible for as a result of a car accident.
Medical Payments	Personal Injury Protection
Covers your medical expenses resulting from a car accident.	Covers lost wages, loss of ability to perform basic tasks and funeral expenses resulting from a car accident.
Uninsured/ Underinsured Motorist Property Damage	Uninsured/ Underinsured Motorist Bodily Injury
Provides coverage for damage to your property if the driver who caused the accident doesn't have enough insurance to cover damages.	Provides coverage for injuries you sustain if the driver who caused the accident doesn't have enough insurance to cover damage.

Just three clicks from the home page, users can access educational content including questions they need to be able to answer and terms they need to understand to make coverage selections.



At the bottom of this page is a strong product-driven CTA.

[Back to key takeaways >](#)

AMICA

Amica
Auto Home Life

Auto Insurance Quote

1 Customer 2 Vehicles 3 Drivers 4 Discounts 5 Quote

Vehicle 1

Year:

Make:

Model:

Body Style:

Was this vehicle obtained new or used?
 New
 Used

Do you lease or own this vehicle?

Purchase Price/Lease Price whole dollars

When did you get this vehicle?
 MM/YYYY

How is this vehicle used?

Average miles driven daily

Do you want coverage in case this vehicle is damaged in a collision?
 Yes
 No

Do you want coverage in case this vehicle is damaged in a collision?
 Yes
 No

Do you want coverage in case this vehicle is stolen, damaged by fire or vandalized?
 Yes
 No

Informational content is accessible from the quote request form.

A clearly identifiable “Help” section is prominent without interfering with the form.

Missed opportunity: Amica has quality content on liability versus collision, but there’s no link to it in the Help menu above.

[Back to key takeaways >](#)

williams-sonoma.com

WILLIAMS SONOMA OVERVIEW

Williams Sonoma's brand promise is "to nourish people's lives." In addition to the hundreds of products it offers for sale, Williams-sonoma.com features rich educational content, from quick tips on product care and recipes to long-form content on topics such as preserving and fermenting foods.

While user goals are far less complex on this site than on VA.gov, it does provide us with good examples of:

- Providing tier 2 content in context
- Making tier 2 content easy to distinguish
- Ensuring tier 2 content supplements tier 1 content without distracting from it 

WILLIAMS SONOMA | NAV

The screenshot shows the top navigation bar of the Williams Sonoma website. It includes links for Pottery Barn, PB/Apartment, pottery barn kids, Pottery Barn Teen, west elm, Rejuvenation, and Mark & Graham. On the right side, there are links for Classes, Events & Services, Favorites, Gift Cards, and Shipping To: USA. Below this is a secondary navigation bar with links for MY ACCOUNT, KEY REWARDS, TRACK YOUR ORDER, and CHECKOUT (0). A large search bar is centered below the main navigation, with the placeholder "What are you looking for?". Below the search bar is a horizontal menu with categories: Registry, Stores, eCatalog, Blog, Recipes, Wine Club, Gifts, Food Gifts, New, Brands, Open Kitchen by Williams Sonoma, Garden, Halloween, Autumn, COOKWARE, COOKS' TOOLS, CUTLERY, ELECTRICS, BAKEWARE, FOOD, DINING & BAR, HOMEKEEPING, OUTDOOR, SALE, and WILLIAMS SONOMA HOME.

Buy More, Save More - Up to 30% Off + Free Shipping* Use Code SAVEMORE, SEE DETAILS

Pottery Barn PB/Apartment pottery barn kids Pottery Barn Teen west elm Rejuvenation Mark & Graham

Classes, Events & Services Favorites Gift Cards Shipping To: USA

MY ACCOUNT | KEY REWARDS | TRACK YOUR ORDER | CHECKOUT (0)

WILLIAMS SONOMA WILLIAMS SONOMA HOME

WILLIAMS SONOMA CALIFORNIA

What are you looking for?

Registry Stores eCatalog Blog Recipes Wine Club Gifts Food Gifts New Brands Open Kitchen by Williams Sonoma Garden Halloween Autumn

COOKWARE COOKS' TOOLS CUTLERY ELECTRICS BAKEWARE FOOD DINING & BAR HOMEKEEPING OUTDOOR SALE WILLIAMS SONOMA HOME

Link to educational content in utility nav

"Blog" and "Recipes" in main nav

WILLIAMS SONOMA | CLASSES & EVENTS LP

WILLIAMS SONOMA WILLIAMS SONOMA HOME MY ACCOUNT | KEY REWARDS | TRACK YOUR ORI

Registry Stores eCatalog Blog Recipes Wine Club Gifts Food Gifts New Brands Open Kitchen by Williams Sonoma Garden

COOKWARE COOKS' TOOLS CUTLERY ELECTRICS BAKEWARE FOOD DINING & BAR HOMEKEEPING OUTDOOR SALE WILL

BUY MORE, SAVE MORE
UP TO 30% OFF + FREE FAST SHIPPING*
Use Code **SAVEMORE**

LABOR DAY
BONUS DEALS*
[SHOP NOW](#)

DOUBLE REWARD
Earn 10% back in rewards⁴ + a \$20
you open & use a Williams Sonor
8/28-9/10. [Learn Mo](#)

Store Classes, Events & Services

Experience exclusive events, cooking classes & private shopping appointments in our stores.
We also offer free technique classes & product trainings. Find out more about what's in store!



While this is a “tier 2” page,
product offers are prominent.

WILLIAMS SONOMA | PRODUCT PAGES



Fry Pan



QUICKLOOK
Lodge Cast-Iron Square Grill Pan
★ ★ ★ ★ (1.1)
\$34.95
Up to 30% Off! Code: SAVEMORE



QUICKLOOK
Lodge Cast-Iron Double Burner Reversible
Grill/Griddle
★ ★ ★ ★ (1.2)
\$74.95
Up to 30% Off! Code: SAVEMORE

Relevant informational content presented on product pages is easy to identify.



How to Season Cast-Iron Cookware

- Clean the pan with hot water and a brush; dry thoroughly
- Using a clean towel, apply a thin layer of oil over the pan
- Pop it in the oven, on the middle rack, at 400° for an hour
- Turn off the oven and allow the pan to cool inside



QUICKLOOK
Weck Mold Jar, 19.6 oz, Set of 6

LEARN MORE

Fermentation

Create delicious, healthy fermented foods at home.

VIEW NOW >

[Back to key takeaways >](#)

zappos.com

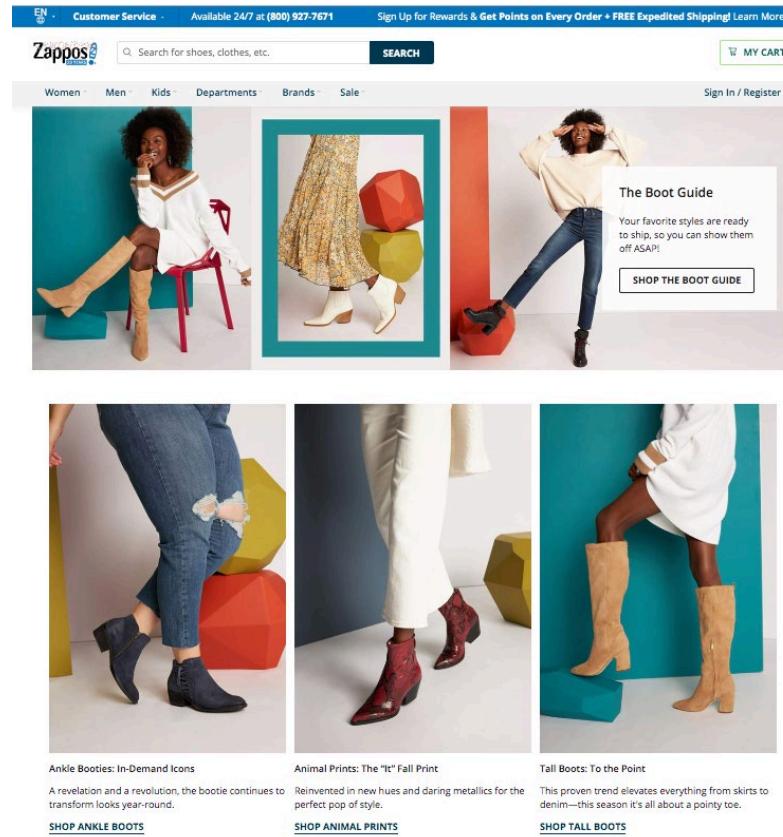
ZAPPOS | OVERVIEW



On product pages, only users who click on "Show more information" are presented with an expanded list of product info, including tier 2 content. Users who just want to buy, have a more streamlined experience and are not distracted from making their purchase by content that is unwelcome.

While Zappos utilizes a slug at the end of their domain for content that is more product related, they house a denim recycling program under separate .org domain for a denim recycling program. Both feature a "shop" nav item in the far-right nav.

ZAPPOS | HOME PAGE



The screenshot shows the Zappos home page. At the top, there's a navigation bar with links for Customer Service, available 24/7 at (800) 927-7671, and a sign-up offer for rewards and points. Below the nav is a search bar and a "SEARCH" button. The main content area features a large image of a woman in a white sweater and jeans, with a callout box titled "The Boot Guide" encouraging users to shop boots. Below this are three smaller images showing different boot styles: "Ankle Booties: In-Demand Icons", "Animal Prints: The "It" Fall Print", and "Tall Boots: To the Point". Each image has a caption and a "SHOP" button.

EN Customer Service Available 24/7 at (800) 927-7671 Sign Up for Rewards & Get Points on Every Order + FREE Expedited Shipping Learn More

Zappos Search for shoes, clothes, etc. SEARCH MY CART

Women Men Kids Departments Brands Sale Sign In / Register

The Boot Guide Your favorite styles are ready to ship, so you can show them off ASAP! SHOP THE BOOT GUIDE

Ankle Booties: In-Demand Icons Animal Prints: The "It" Fall Print Tall Boots: To the Point

A revelation and a revolution, the bootie continues to transform looks year-round. Reinvented in new hues and daring metallics for the perfect pop of style. This proven trend elevates everything from skirts to denim—this season it's all about a pointy toe.

[SHOP ANKLE BOOTS](#) [SHOP ANIMAL PRINTS](#) [SHOP TALL BOOTS](#)

No tier 2 content on nav or top of home page.



ZAPPOS | HOME PAGE CONT'D



The Drop

Mark your calendars — we're giving you the heads up on our most anticipated releases!

[VISIT THE DROP](#)



Zappos Turns 20!

We're Celebrating with exclusive footwear collaborations—just for us and you too!

[SHOP THE COLLABS](#)



Recycling Denim Starts With You

Denim is made mostly from cotton, a sustainable fiber, which can be broken down to its natural state & transformed into something new.

[RECYCLE NOW](#)

Tier 2 content broken out further down home page. Visually distinct from transactional content.

ZAPPOS | PRODUCT PAGE



Item Information

Louise et Cie

[View the size chart](#)

Take your style to the next level with this Louise et Cie™ Lander heel.

Dress shoe features a leather upper.

Zipper closure at back.

Soft leather lining.

Open-toe silhouette.

Lightly cushioned footbed.

Wrapped heel.

Durable man-made sole.

Imported.

Product measurements were taken using size 7.5, width M. Please note that measurements may vary by size.

Weight of footwear is based on a single item, not a pair.

Measurements:

- Heel Height: 3 $\frac{1}{2}$ in
- Weight: 10 oz

[View Zappos.com Glossary of Terms](#)

Find something wrong in this description? Help us fix it! [Report An Error](#)

[Show Less Information](#)

“Show more information” reveals expanded product details, along with related tier 2 content such as a glossary.

ZAPPOS | PRODUCT PAGE

The screenshot shows the Zappos website's header. It includes the Zappos logo, a search bar with the placeholder "Laura, search for shoes, clothes, etc.", a "SEARCH" button, and a green "1 ITEM IN CART" button. Below the header is a navigation bar with links for Women, Men, Kids, Departments, Brands, Sale, Favorites, and My Account.

Glossary Terms

18/10 Stainless Steel

Refers to stainless steel that consists of 18% chromium and 10% nickel content. Chromium helps increase hardness and nickel provides a bright, silvery finish that resists corrosion.

Aglet

The plastic sheath at the end of a shoelace which makes the lace easier to thread through the eyelet holes of the shoe.

Alligator Skin

A reptile hide featuring a wide, boxed print.

Analog Movement

Representation of time by position on a dial on a clock or watch.

Analog Watch

This type of watch possesses a dial and hands.

Angled Cuff

A cuff on a dress shirt with an angled outer top edge.

Aniline Leather

A type of leather in which high quality hides have been treated with aniline dye to create a delicate, soft, supple finish. Aniline dye colors the leather while keeping the natural variations blemishes on the surface visible.

Ankle Strap

A strap attached at the rear of the shoe that encircles the ankle. Usually features an adjustable buckle or elastic.



Antiqued Leather

A type of leather which is dyed a darker color over an existing lighter color to create a contrasting, rubbed-off, and artificially-aged appearance. This is also referred to as distressed leather.



User must rely on browser back button to return to purchase as glossary does not open in a new tab.

ZAPPOS

<p>Explore Zappos</p> <ul style="list-style-type: none"> Brands Clothing Luxury Eyewear New Arrivals Outdoor Rideshop Running Shoes Watches Wedding Zappos Adaptive Education & Military Program All Departments 	<p>Customer Service</p> <ul style="list-style-type: none"> FAQs Contact Info ¿Ayuda en español? Shipping And Returns About Proposition 65 <p>Fit Info</p> <ul style="list-style-type: none"> Measurement Guide Size Conversion Chart Measure Your Bra Size 	<p>About Zappos</p> <ul style="list-style-type: none"> About Beyond The Box Blog Zappos for Good Zappos Insights Tours <p>Resources</p> <ul style="list-style-type: none"> Associates Program Jobs Press Kit Glossary of Terms Site Map
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"About" footer nav includes tier 2 content like Beyond the Box Blog.



[Terms of Use](#) | [Privacy Policy](#) | [Fur Policy](#) | [Interest-Based Ads](#) | 24/7 Customer Service (800) 927-7671

ZAPPOS | TIER 2 DETAIL PAGE

About Beyond the Box Careers Insights Zappos For Good

BEYOND THE BOX Fashion & Footwear Everyday Living Wellness Wanderlust

Shop Zappos 

Search

WANDERLUST

No PreCheck, No Problem: 10 Shoes To Wear At The Airport

For travelers without TSA PreCheck, shoe removal is inevitable. But it doesn't have to be a pain. Here are 10 shoes to slip on and off through airport security.

[Continue Reading →](#)



POPULAR READS

- 01 [How Tentree Is Laying The Groundwork For Environmental Good](#)
- 02 [8 Fashion 'Rules' Women Should Feel Empowered To Ignore](#)
- 03 [This Adaptive Model Turns A Runway Of Dreams Into Reality](#)
- 04 [Swimsuits That \(Really!\) Speak To Your Body Type](#)


FASHION & FOOTWEAR

Falling For Fjällräven: Outerwear You'll Instantly Love

Let's be friends! Subscribe to our newsletter.

“Shop” returns user to main site

ZAPPOS | ZAPPOSFORGOOD.ORG HOME PAGE

The screenshot shows the Zappos for Good homepage. At the top, there's a navigation bar with links for Give, Recycle, Host-A-Drive, Closets For Good, ZFG Collection, Events, Pets, and FAQ. A shopping cart icon labeled "shop" is also present. Below the navigation, there's a large image of a stack of denim jeans next to a Zappos for Good recycling bin. A green horizontal bar below the image contains the text "1,677 pieces of denim = 1 ton at landfills". To the right of the image, there's a section titled "BLUE JEANS GO GREEN DENIM RECYCLING" with a logo. It explains the program: "Blue Jeans Go Green™ is a trademark of Cotton Incorporated. Together with Cotton's Blue Jeans Go Green™ program, recycling denim and reducing textile waste is as easy as 1-2-3 and it's free! Free shipping, to make it accessible for everyone." It also describes the environmental impact: "Denim is made mostly from cotton, a sustainable fiber, which can be broken down to its natural state and transformed into something new. By diverting denim away from landfills, where it would otherwise join the millions of pounds of textiles thrown out every year, Cotton's Blue Jeans Go Green™ program strives to make the world a little greener." At the bottom of this section is a blue button labeled "Recycle with Blue Jeans Go Green™". The footer of the page includes the text "Cotton's Blue Jeans Go Green™ program helps to close the loop on cotton sustainability by diverting denim waste from landfills and helping in" followed by a blue horizontal bar.



Cart returns user to main site

Separate domain:
zapposforgood.org

[Back to key takeaways >](#)

23andme.com

23ANDME | OVERVIEW

Both the user who just wants to make a purchase and see the results, and the one who wants to geek out on the science, diving into more educational, tier 2 content, will have a positive experience on 23andme.com.

"Learn more" links and expandable windows keep tier 2 content at the ready while never distracting from tier 1 content.



23ANDME | HOME

The screenshot shows the 23andMe website homepage. At the top, there's a navigation bar with links for "OUR SERVICES", "HOW IT WORKS", "REPORTS", "STORIES", "SHOP", "SIGN IN", "REGISTER KIT", and "HELP". Below the navigation, there are four links with icons: "How it works" (blue drop icon), "Our science" (grey microscope icon), "Your privacy" (orange padlock icon), and "Research participation" (yellow lightbulb icon). The main banner features four people against a background divided into four colored panels (blue, green, yellow, orange). The text "MEET YOUR GENES" is prominently displayed, followed by the subtext "Your genes have a lot to say about your health, traits and ancestry. We'd be glad to introduce you." A "shop now" button is visible. Below the banner, a large text block explains the genotyping process: "We use leading technology to genotype your DNA—a custom version of the Illumina Global Screening Array." A blue line points from this text block to a callout at the bottom: "Learn more about our process."

Users who want more detailed information on the process are linked to it below the fold.

23ANDME | FOOTER

ABOUT

Company Info

Newsroom

Blog

Stories

Careers

Return Policy

Customer Care

FSA/HSA Eligibility

Merchandise Store

Site Map



PARTNER WITH US

API

Affiliates

Medical Professionals

Educators

Scientists

RETAILERS

Best Buy

CVS Pharmacy

Target

Walgreens

Walmart

LEGAL

Important Test Info

Terms of Service

Privacy Center

Data Protection

Family Considerations

Research Consent

Individual Data Consent

Biobanking Consent

Cookie Policy

Ad Choices

Patent Information

Report a Security Issue

Footer nav makes tier 2 content easily accessible to secondary audiences such partners and the media.

[Back to key takeaways >](#)

23ANDME | TIER 2 CONTENT DETAIL PAGE

The latest science.
Results you can trust.

Our rigorous standards ensure quality service.



- ✓ Our Genetic Health Risk* and Carrier Status* reports meet FDA criteria for being scientifically and clinically valid
- ✓ All saliva samples are processed in CLIA-certified and CAP-accredited labs
- ✓ Our DNA collection kit is FDA-cleared for use with our Genetic Health Risk and Carrier Status reports
- ✓ Our kit is manufactured in accordance with FDA's Good Manufacturing Practice regulations
- ✓ Genotyping is a well-established and reliable platform for analyzing DNA
- ✓ Our team of scientists and medical experts uses a robust process to develop reports to ensure validity
- ✓ Ancestry percentages are derived from our powerful, well-tested system that provides you with ancestry estimates down to the 0.1%

“Shop now” ensures user can return easily to tier 1 content.

shop now

23ANDME | PRODUCT PAGE

HEALTH FEATURES

[See full list of reports](#)

Health Predisposition reports*

10+ reports including: BRCA1/BRCA2 (Selected Variants), Late-Onset Alzheimer's Disease, Type 2 Diabetes (Powered by 23andMe Research)

Links to "full list of reports," information that only some users may require before completing transaction.

HEALTH FEATURES	See full list
Health Predisposition report	
10+ reports including: BRCA1/BRCA2 (Selected Variants), Late-Onset Alzheimer's Disease, Type 2 Diabetes	
Carrier Status reports*	
40+ reports including: Cystic Fibrosis, Loss	
Wellness reports	
5+ reports including: Deep Sleep, La	
Traits reports	
30+ traits including: Male Bald Spot,	



Ancestry reports

35+ reports

Ancestry Composition

Ancestry Detail Reports (33 reports)

Maternal Haplogroup

Paternal Haplogroup

Neanderthal Ancestry

Your DNA Family

[See sample report](#)



Ancestry reports

35+ reports

Ancestry Composition

Ancestry Detail Reports (33 reports)

Maternal Haplogroup

Paternal Haplogroup

Neanderthal Ancestry

Your DNA Family

[See sample report](#)



Health Predisposition reports*

10+ reports

Type 2 Diabetes (Powered by 23andMe Research)

Full list opens in pop-up, giving user the tier 2 info they need, without leaving tier 1 content.

Partners Patient Gateway



PARTNERS PATIENT GATEWAY | OVERVIEW

Patient Gateway combines personal health information and educational information.

A user can be alerted they're due for a vaccine, get info about the vaccine in a pop-up, and proceed to book an appointment.

Users looking for further education can access links that take them to a healthwise.net url, but that opens in a new window, so they can return to the appointment booking process or their personal health records with ease.

PARTNERS PATIENT GATEWAY | SIGN IN

The screenshot shows the homepage of the Partners Patient Gateway. At the top left is the Partners Healthcare logo with the text "PARTNERS® HEALTHCARE" and "PATIENT GATEWAY". Below the logo is a large, semi-transparent background image of a woman smiling. A banner at the top reads "Welcome to the new, improved Partners Patient Gateway". Below this, a message states: "We have made changes to our patient portal designed to improve your current and future experience. [Click here to learn more about these updates.](#)" To the right of the message is a "Ver en Español" link. The main content area is divided into six sections, each with an icon and text:

- Communicate with your doctor** (Icon: speech bubbles) - Get answers to your medical questions from the comfort of your own home.
- Access your test results** (Icon: test tubes) - Check lab results, reports, and letters from your providers.
- Renew prescriptions** (Icon: pills) - Review your prescriptions and request renewals.
- Manage your appointments** (Icon: calendar) - View and schedule your appointments.
- View and pay your bills** (Icon: credit card) - View past and current statements and pay outstanding balances.
- Participate in research** (Icon: microscope) - Advance health care through medical discovery.

At the bottom of the page, there is a link: [Learn more about Partners Patient Gateway and view participating members and affiliates.](#)

On the right side of the page, there is a login form with fields for "Username" and "Password", a "LOG IN" button, and links for "Forgot Username?" and "Forgot Password?". Below the login form is a teal button labeled "ENROLL NOW". At the bottom right, there is a note: "DO NOT USE FOR EMERGENCIES" and "In case of an emergency, please dial 911".

PARTNERS PATIENT GATEWAY | HOME

The screenshot shows the Partners Patient Gateway home page. At the top is a navigation bar with the Partners Healthcare logo and the text "PATIENT GATEWAY". Below the navigation bar are six menu items: "Health" (yellow icon), "Visits" (calendar icon), "Messaging" (envelope icon), "Billing" (credit card icon), "Resources" (yellow folder icon), and "Profile" (user icon). A dropdown arrow points from the "Resources" icon. To the right of the menu is a large blue callout box containing the text: "'Resources' in main nav provides supplemental information useful to primary site users."

What's New

Schedule appointments for your current health reminders. 3 reminders need your attention.

Interested In?

Updated Partners Patient Gateway Click here to learn more about the new features of Patient Gateway.	Share your record You can share your medical record with organizations across the world. Learn more
Release of Information <small>Get started with the Release of Information feature to share your medical records with other healthcare providers.</small>	Linking Applications to your Health Record <small>Link your favorite mobile health applications to your Health Record to access your medical information on the go.</small>

PARTNERS PATIENT GATEWAY | HOME

The screenshot shows the Partners Patient Gateway Home page. At the top left is the Partners Healthcare logo. To its right is a vertical bar with the text "PATIENT GATEWAY". Below this are five main navigation icons: "Health" (yellow folder icon), "Visits" (calendar icon), "Messaging" (envelope icon), "Billing" (credit card icon), and "Resources" (yellow folder icon with a question mark). A horizontal line extends from the "Resources" icon across the page. Below this line is a list of links: "Search Medical Library", "PatientsLikeMe Communities", "myhealthfinder", "Partners Connected Health", "Partners Urgent Care", and "Technical Support". A blue callout box labeled "Resources drop-down menu." points to the "Resources" icon.

- Search Medical Library
- PatientsLikeMe Communities
- myhealthfinder
- Partners Connected Health
- Partners Urgent Care
- Technical Support

Resources drop-down menu.

PARTNERS PATIENT GATEWAY | DETAIL PAGE

Diabetes

Search

We found 203 results for **Diabetes**

Best bets

[Diabetes](#)

Education on type 1 diabetes, type 2 diabetes, and gestational diabetes. Includes info on juvenile diabetes prediabetes. Discusses symptoms and treatment. Also looks at how to manage blood sugar levels, diet, and medicines, including insulin.

[Diabetes and Exercise \(video\)](#)

Find out how exercise helps you control your blood sugar and feel better in other ways too.

[Diabetic Nephropathy](#)

Discusses diabetic nephropathy, which means kidney disease or damage caused by diabetes. Covers causes, symptoms. Discusses how it is diagnosed and treatment options, including medicines, diet, and dialysis. Contains treatment and prevention tips.

[Gestational Diabetes](#)

Discusses gestational diabetes (diabetes that develops during pregnancy). Discusses symptoms and how it is diagnosed. Covers treatment with healthy food choices, exercise, medicine and insulin to control blood sugar.

[Diabetes and Infections](#)

[Diabetes Complications](#)

[Metformin for diabetes](#)

Searching for a term in the medical library opens a detail page in a new window (url: healthwise.net)

PARTNERS PATIENT GATEWAY | "MY CHART" & TIER 2 DETAIL PAGES

Due for Td,Tdap Booster

Overdue

 [Learn more](#)

After sign-in, user presented with personalized preventive care has option to book appointment or access tier 2 content, which opens in a separate window.

Tdap (Tetanus, Diphtheria, Pertussis) Vaccine: What You Need to Know

Tetanus, diphtheria, and pertussis are very serious diseases. Tdap vaccine can protect us from these diseases. And Tdap vaccine given to pregnant women can protect newborn babies against pertussis.

Tetanus (lockjaw) is rare in the United States today. It causes painful muscle tightening and stiffness, usually all over the body.

- It can lead to tightening of muscles in the head and neck so you can't open your mouth,

[Back to key takeaways >](#)