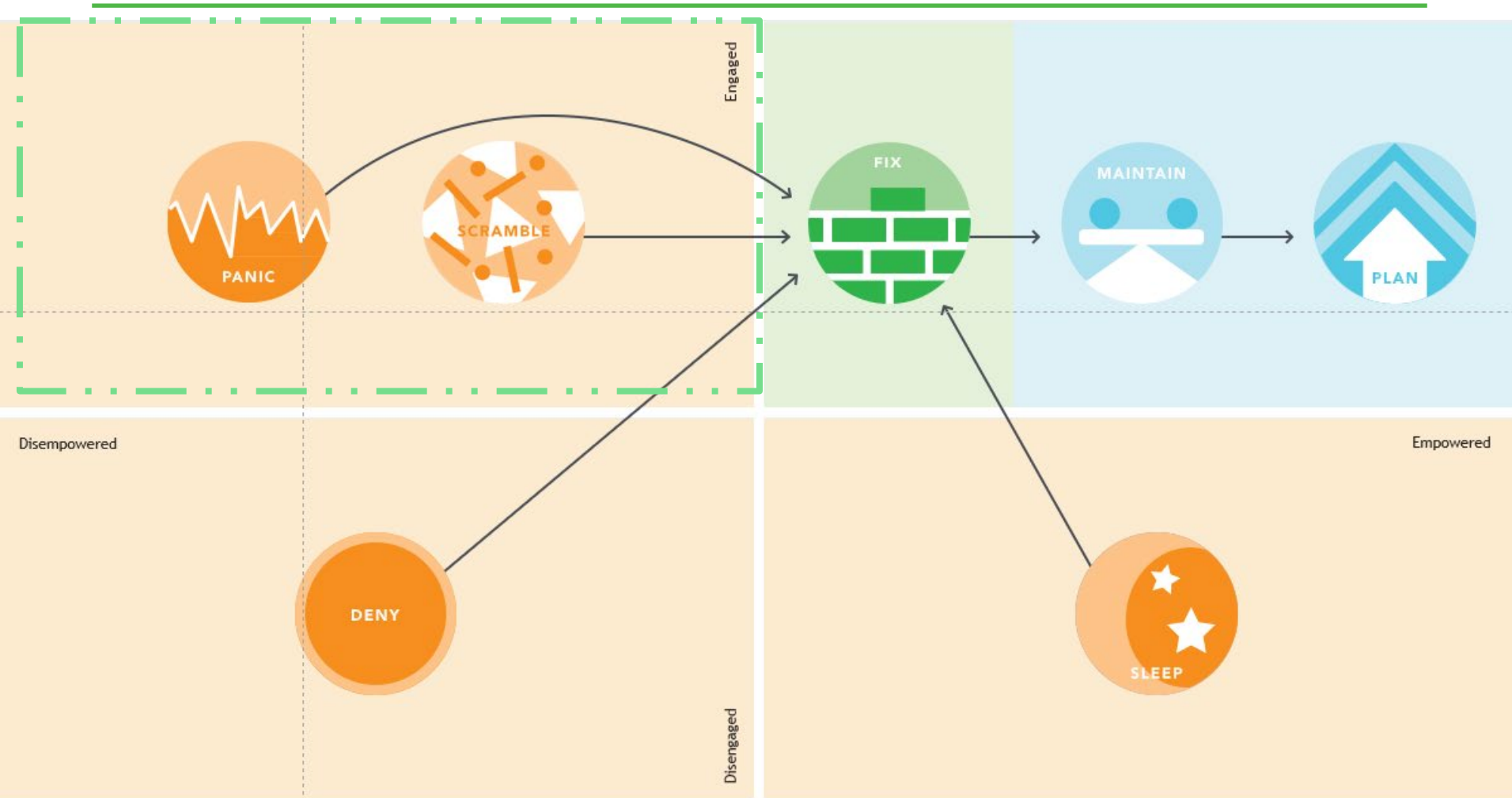


AskCFPB Program Overview

Oct 2024



Consumer Needs and Mindsets



Ask CFPB Overview

- Objectives

- Provide just-in-time help and make CFPB a trusted source for Americans facing imminent financial situations.
- Meet consumers where they are and provide clear, impartial and action-oriented guidance or resources at the right time.

- Stakeholders

- **External:**
 - Consumers who are experiencing moments of financial crisis or confusion.
 - 82.4% of traffic comes from search engines (compared to 63.1% for cf.gov).
- **Internal:**
 - CTO | D&D | EDA | Bureau-wide SMEs | CR

Background

- 719 articles across 12 financial subjects as of 7/31/24 available in English and Spanish.
- As the Bureau's flagship financial education product, it served 11.5 million visitors and 16.8 million pageviews in the past year (as of 5/30/24).
Served 61.6 million visitors since launch.
- 500+ articles are being reused by CR Call Center associates.
- Routine review and rapid response processes established to keep the content accurate, timely and authoritative .
- Focused on content consolidation and optimization to enhance easier access and minimize unnecessary duplications and consumer confusion.

Performance Highlights

- **Overall performance**

- Ask CFPB accounted for 54% of the top 100 and 44% of the top 25 webpages on cf.gov and contributes 26% of the total web traffic.
- 97 out of the top 100 Ask CFPB pages have achieved either “position zero” (featured snippets at the top of search engine results pages), 1st, or 2nd spot on search engine results pages

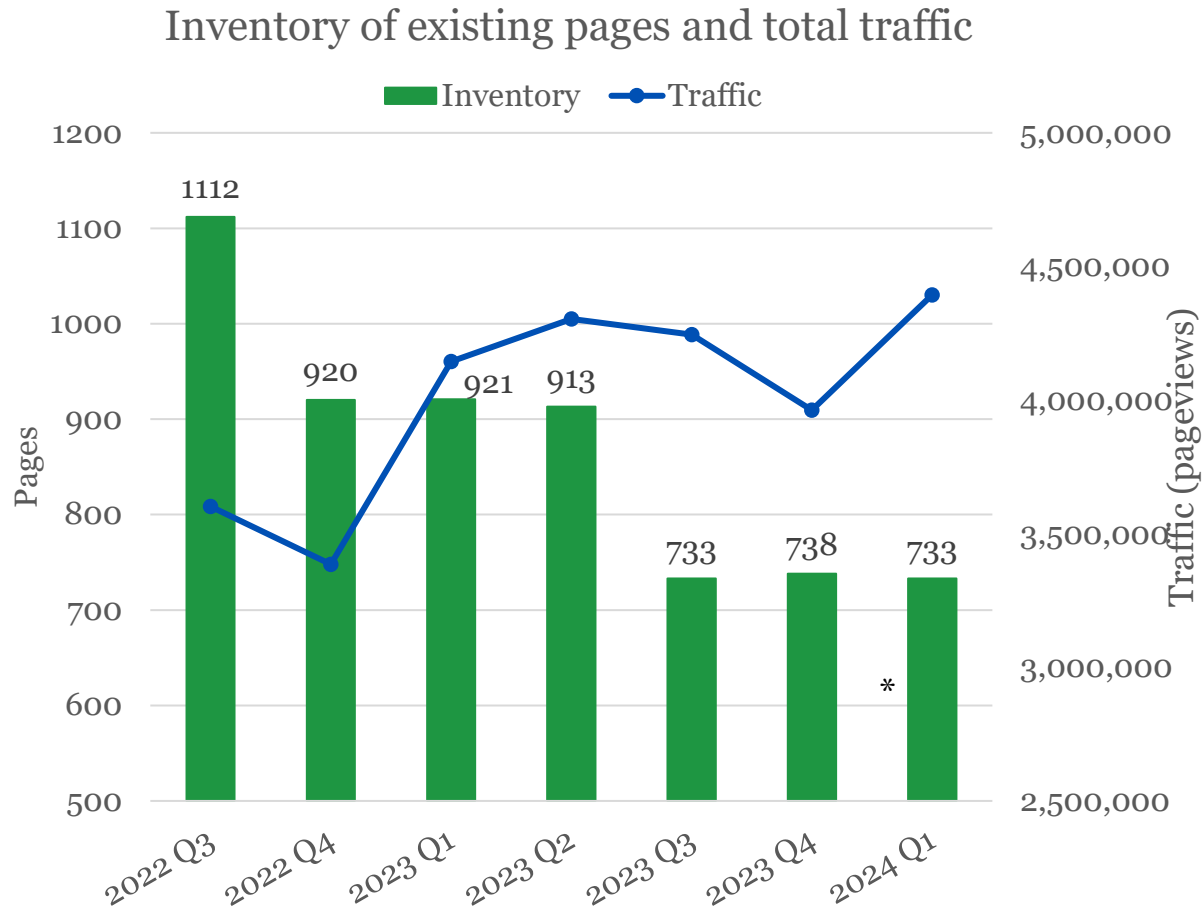
- **Content Updates**

- Total # of questions went down by 37% while # of visitors increased by 30% in FY23.
- Content newer than 2020 increased to 91% as of 4/30/24.

- **Schema implementation**

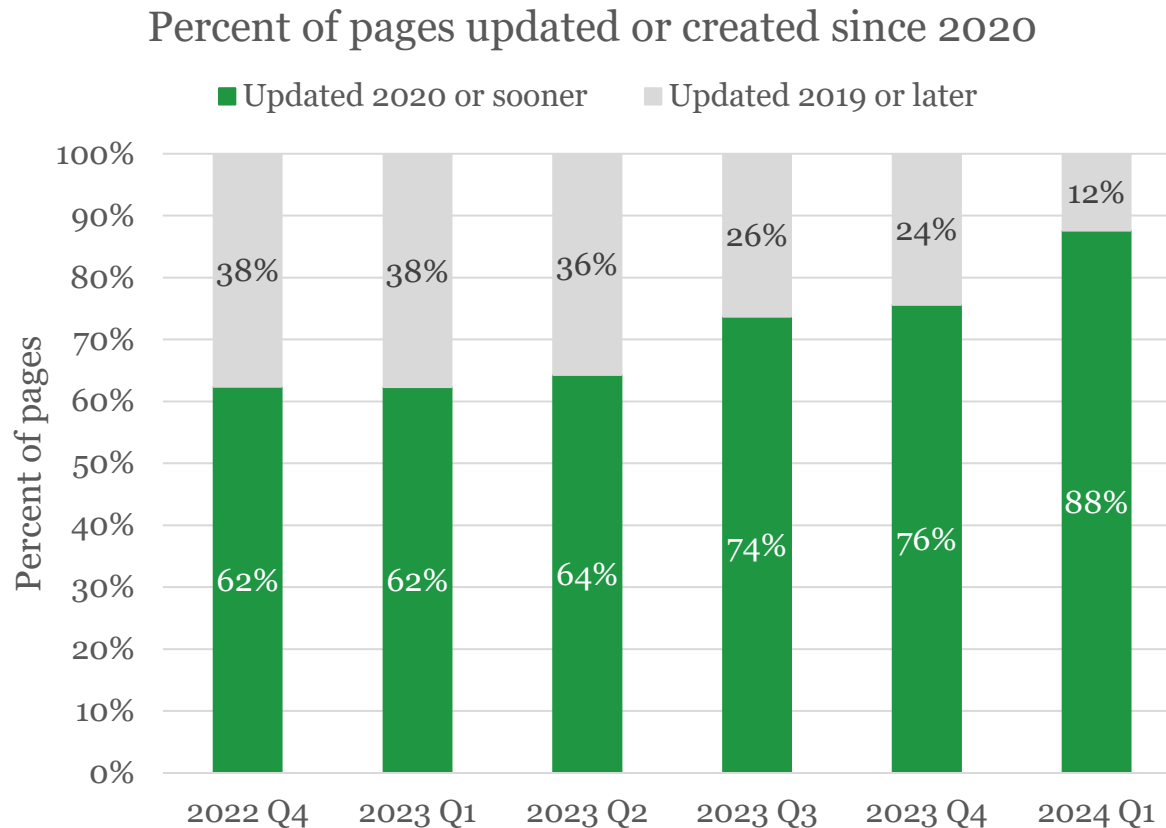
- 154 schemas (97 English and 57 Spanish) have been applied to Ask CFPB pages

Traffic to Ask CFPB increases while the number of Ask CFPB pages goes down



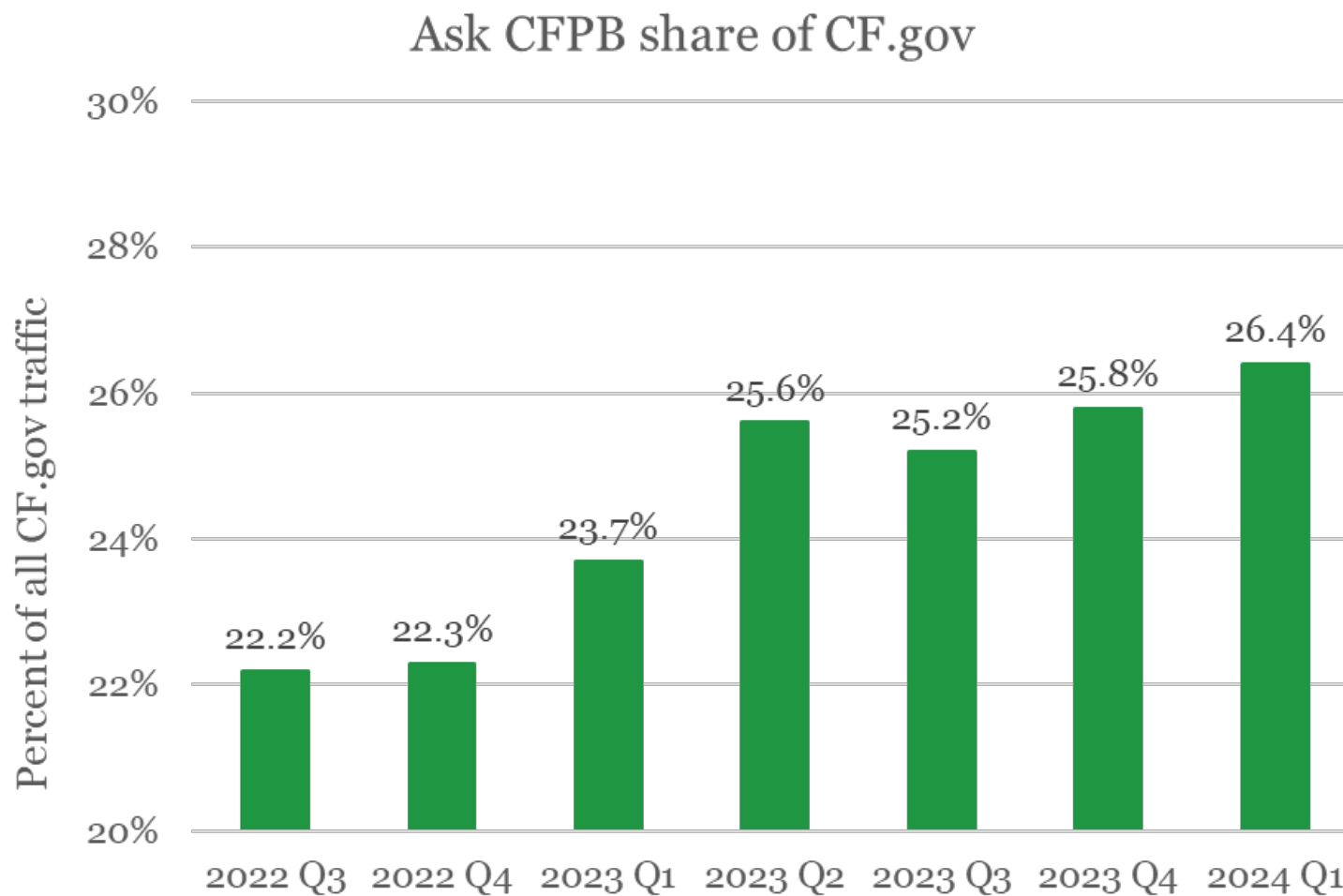
* The timeline is by calendar year

Content newer than 2020 increased to 88% in 2024 (as of end of March*)

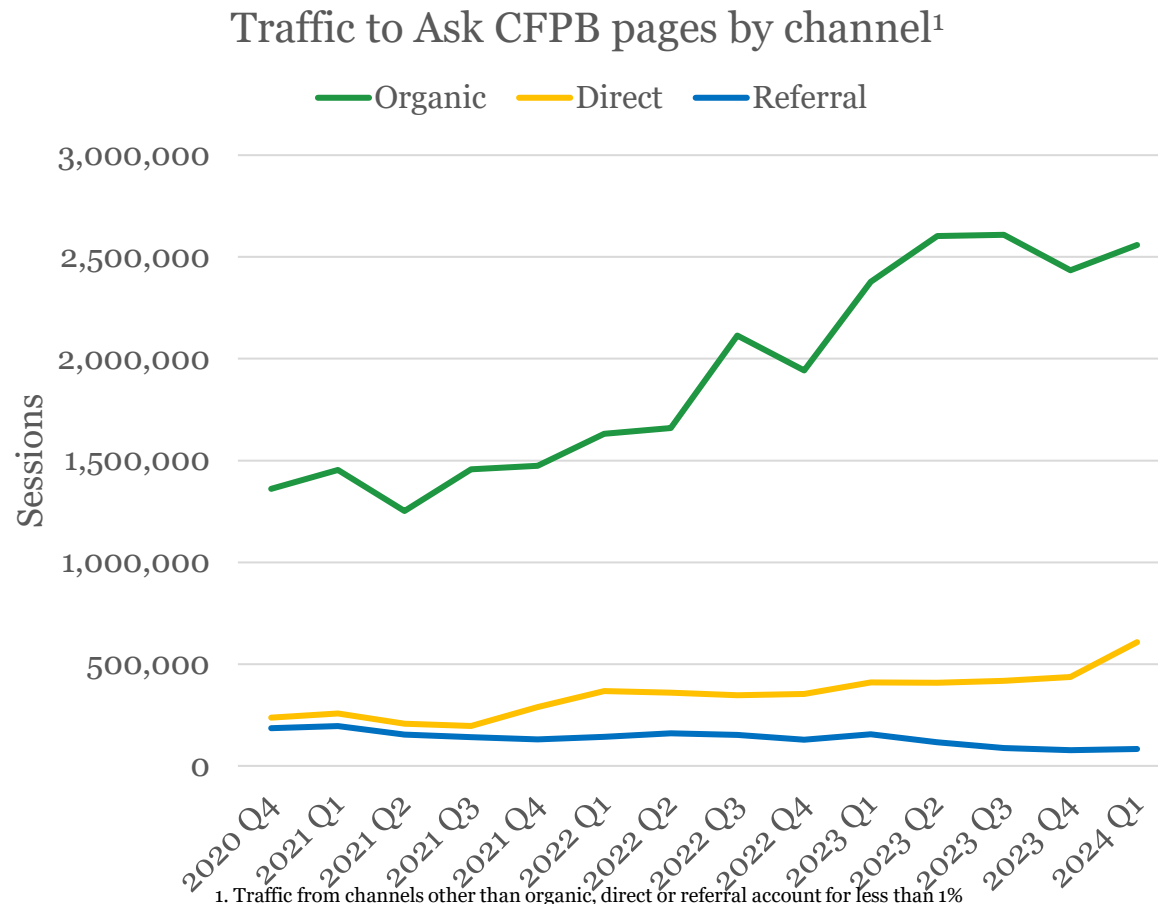


* Latest update: Content newer than 2020 increased to 91% as of 4/30/24. Please [see appendix 1 for detail](#).

Ask CFPB's share of all CF.gov traffic has been increasing

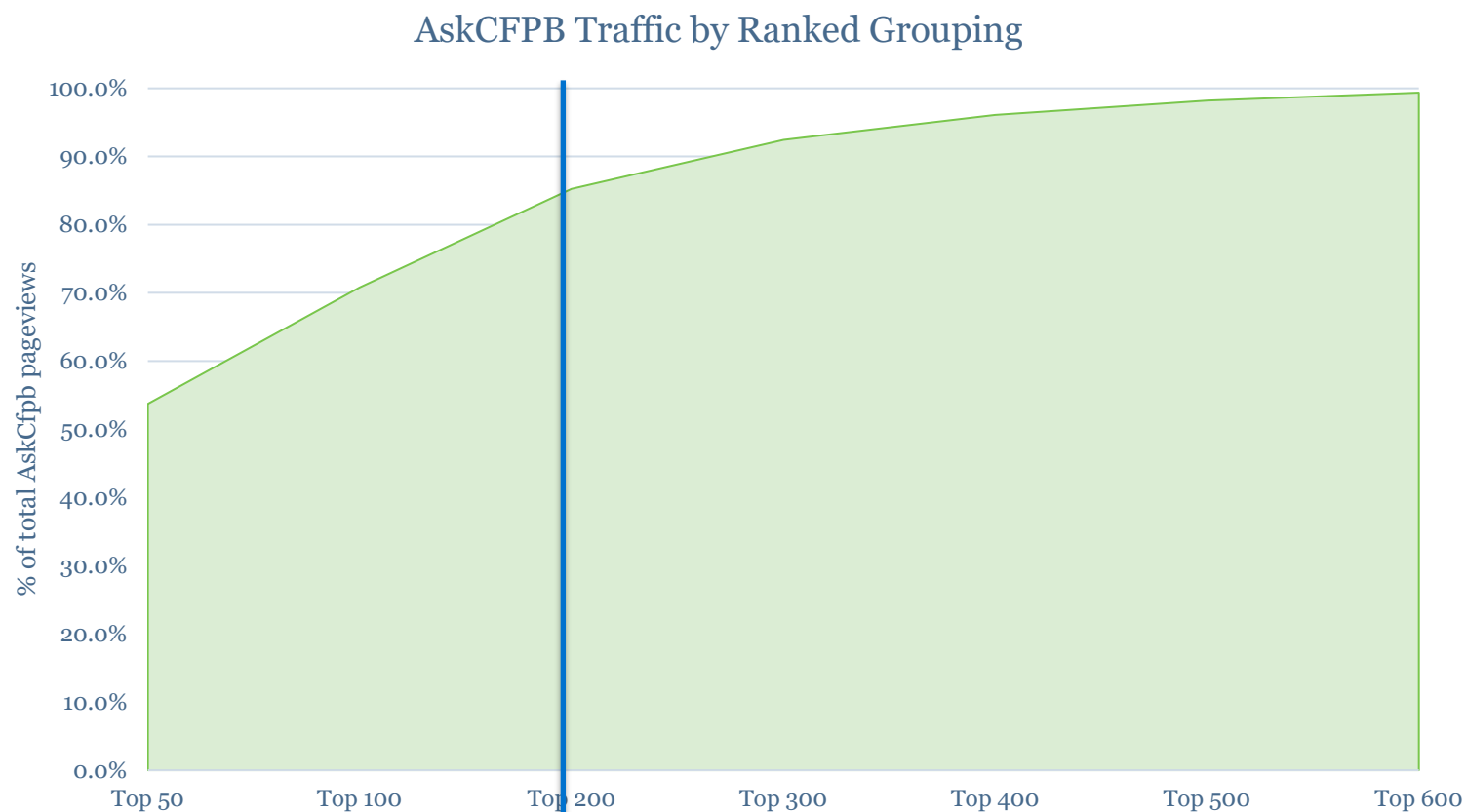


Traffic to Ask CFPB from search engines (organic) has increased faster than other channels



Ask CFPB Traffic Patterns

- Top 200 pages are accounted for 85% of the total traffic and top 300 for 92%.



Consumer Financial
Protection Bureau

Non-decisional. For internal discussion.

how to stop debt collectors



All

Videos

Images

Forums

News

Shopping

Books

More

Tools

In florida

Third-party

Calls to cell phone

If you ask a debt collector to stop all communications channel – the collector may stop contacting you, but you still owe the debt. If you ask a debt collector to contact you again, write a letter.

SO. May 14, 2024



Consumer Financial Protection Bureau (.gov)

<https://www.consumerfinance.gov/ask-cfpb/how-do-i-get-a-debt-collector-to-stop-calling-me>

How do I get a debt collector to stop calling me?

what is money market account



All

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More

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Search Labs | AI Overview

Learn more

A money market account (MMA) is a deposit account that offers interest on the balance while also providing easy access to cash. MMAs are offered by banks, credit unions, and other financial institutions, and are similar to savings accounts but with some checking account features. They often pay higher interest rates than traditional savings accounts, and can be a safe place to save money.

MMAs may come with a debit card and may also offer check-writing privileges, online bill payments, and the ability to withdraw funds using an ATM card. However, they typically limit withdrawals per month and have a higher minimum balance requirement than traditional savings accounts. Interest rates are variable and subject to change at any time.

MMAs are insured by the FDIC or NCUA, up to \$250,000 held by the same owner or owners.

Generative AI is experimental. For financial advice, consult a professional.



Consumer Financial Protection Bureau (.gov)

<https://www.consumerfinance.gov/ask-cfpb/what-is-a-money-market-account>

What is a money market account?

Aug 28, 2023 — A money market account is a type of account offered by banks and credit unions. Like other deposit accounts, money market accounts are insured ...



Consumer Financial
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where to get credit score for free




You can get a free credit report from each of the three major credit reporting agencies (Experian, Equifax, and TransUnion) once a year through AnnualCreditReport.com or by calling (877) 322-8228. You can also mail in a completed Annual Credit Report Request form. ^

 Consumer Financial Protecti... ⋮

How do I get a free copy of my credit reports?

Aug 28, 2023 — Where can I get a credit report? You can request and...

 Experian ⋮

Check Your Free Credit Report From Experian

You can access your free Experian credit report at any time by signing u...

Some banks and credit card issuers may also offer their customers free access to their credit scores, along with updates and alerts. v

AnnualCreditReport.com is the only website that the federal government has sanctioned to provide free credit reports. However, scammers may create fake websites that look similar to AnnualCreditReport.com to trick people. v

Generative AI is experimental. For financial advice, consult a professional.



Consumer Financial
Protection Bureau

Non-decisional. For internal discussion.

what is mortgage insurance



All

Images

Videos

Forums

Shopping

News

Books

More

Tools



Search Labs | AI Overview

Learn more



Mortgage insurance protects the lender in case a borrower can't pay back their mortgage. It can cover risks such as the borrower passing away or falling



remove PMI



All

Images

Videos

Forums

Shopping

News

Maps

More

Tools

Calculator

Without refinancing

Requirements

Letter

From FHA mortgage

Appraisal

After renovation

Loan



Consumer Financial Protection Bureau (.gov)

<https://www.consumerfinance.gov> › [ask-cfpb](#) › [when-c...](#)

When can I remove private mortgage insurance (PMI) from ...

Aug 28, 2023 — Yes. You have the right to ask your servicer to **cancel PMI** on the date the principal balance of your mortgage is scheduled to fall to 80 percent ...

People also ask



Consumer Financial
Protection Bureau

Non-decisional. For internal discussion.

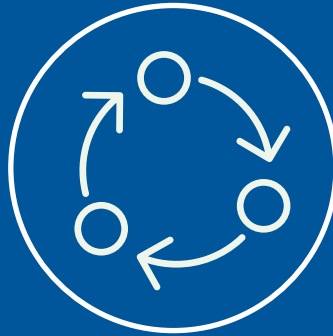
Ask CFPB Content Inventory FY24

As of 9/30/2024												
	2020		2021		2022		2023		2024		Total Live	Total Schema
Portal Topics	Live	Schema	Live	Schema	Live	Schema	Live	Schema	Live	Schema		
Auto loans	1				3		17	13	33	11	54	24
Bank accounts	24	1	3		3		18	7	66	6	114	14
Credit cards	6				9		8	4	35	3	58	7
Credit reports	47	2					8	4	12	7	67	13
Debt collection					7		27	17	13	8	47	25
Fraud and scams	6						1	1	22	4	29	5
Money transfers	3				4	1	1	1	2	1	10	3
Mortgages	33		1		4		17	11	142	8	197	19
Payday loans	5				6		2	1	7	1	20	2
Prepaid cards	6						2	2	25		33	2
Reverse mortgages			1		7		2	1	8	3	18	4
Student loans			2				13	3	41	2	56	5
Other			3		2		6	4	1	1	12	5
Grand Total	131	3	10		45	1	122	69	407	55	715	128
% of Live Ask Qs	18.3%		1.4%		6.3%		17.1%		56.9%			
Total with Schema	128											
% with Schema	17.9%											
% of 2019 or older	0.0%											
% of 2020 or newer	100.0%											

Overall Strategy



Content
optimization



Process
improvement



UX
enhancements



Focuses and Priorities

- Optimization and content prioritization
 - SEO, Schema, Share of Voice
- Process improvement for operational efficiency
 - Workflow management
 - Potential system integration
- User research to enhance overall UX
 - Better understand search and navigation behavior via usability testing, search log analysis & other tools
 - Explore options Money Topic Portals for better user engagement
 - Resurrect user satisfaction survey

Shift from SEO to GSE: Impact and Challenges

- **Search Generative Experience (GSE)**
- **Impact on SEO & challenges**
 - Reduced Click-Through Rates (CTRs)
 - Evolving search engine algorithms
 - Evolving search behavior and increased competition
 - AI-driven financial fraud and scams

FAQ References for Competitive Analysis

<https://www.helpwithmybank.gov/index.html>

<https://www.canada.ca/en/services/finance.html>

<https://www.bankofamerica.com/help/overview/>

<https://www.nintendo.com/us/switch/faq/>

<https://www.airbnb.com/help>

<https://www.zappos.com/general-questions>

<https://answers.microsoft.com/en-us/page/faq>

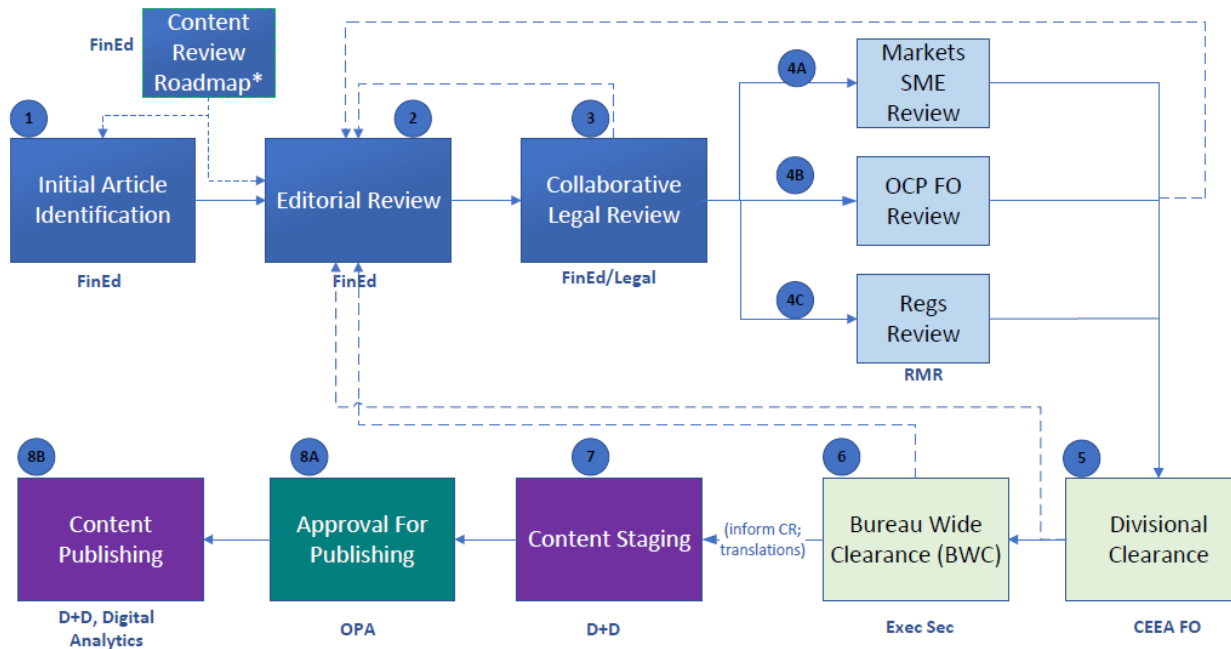
Ask CFPB Content Inventory

1	As of 7/31/2024													
2		2016	2017	2019	2020	2021	2022	2023	2024	Grand Total				
3	Portal Topics	Inventory	Inventory	Inventory	Inventory	Schema	Inventory	Inventory	Schema	Inventory	Schema	Inventory	Schema	
4														
5	Auto loans	6			3		3	17	13	26	11			55
6	Bank accounts	3			53	1	8	18	7	19	6			109
7	Credit cards				19		10	8	4	22	3			59
8	Credit reports and scores	3			47	2		8	4	8	7			66
9	Debt collection	1				3	7	27	17	9	8			47
10	Fraud and scams		1		12			1	1	16	4			30
11	Money transfers	1			5		4	1	1	2	1			13
12	Mortgages		3		91	1	11	17	11	73	7			196
13	Payday loans				9		6	2	1	3	1			20
14	Prepaid cards		1	2	20		1	2	2	7				33
15	Reverse mortgages		1			5	7	2	1	3	3			18
16	Student loans	1				6		13	3	39	2			59
17	Other	2				3	2	6	4	1	1			14
18	Grand Total	17	6	2	259	4	26	59	1	122	69	228	54	719
19	% of Live Ask Qs	2.4%	0.8%	0.3%	36.0%		3.6%	8.2%		17.0%		31.7%		
20	Total with Schema	128												
21	% with Schema	17.8%												

Routine Content Review Process

AskCFPB Content Review Process 2.0 Final

Last Updated: 3/1/2023



Description of Workflows

- 1 Potomac Haven contractor, overseen by the ASK Program Manager, identifies articles to be reviewed based on recency, page performance and other ad hoc factors.
- 2 Editorial contractors, overseen by the ASK Program Manager, analyze content, and recommend articles for updates, consolidation, or sunset. Also conduct SEO analysis and make corresponding recommendations.
- 4 4A: Markets SMEs (see SME roster for detail)
4B: OCP counsels provide policy related feedback or coordinate reviews by the Population SMEs. 4C: Regs SMEs review in this step or in Step 6 as appropriate.
- 6 BWC: Led by Exec Sec. Should include Regulations, Legal and other relevant stakeholder groups.

- 3 FinEd counsel provides diagnostic assessments or conducts collaborative reviews with Legal.
- 8B D+D: responsible for publishing the updated content, redirecting the merged or sunset questions as applicable. Digital Analytics Team may be informed if new tracking is needed.

*A high-level content review/creation roadmap/calendar will be communicated with all stakeholders in advance

Roles and Responsibilities

AskCFPB Program Manager

Oversees all aspects of the content analyses, reviews, and updates, and facilitates content clearance and publishing processes.

FinEd Content Team

Collaborates to align the review processes for publications and AskCFPB and identifies opportunities for process improvements and incorporate fin ed principles as applicable.

FinEd Counsel (Legal Co-Reviewer)

Provides legal consult, reviews articles from legal perspective, co-reviews with Legal, and/or recommends stakeholders for further reviews as applicable

OCP FO

Reviews content from a policy perspective and/or facilitates SME reviews with relevant Population Offices.

Markets SME

Provides feedback and updates from a market perspective for accuracy and recency, as applicable. Also helps inform and collect any feedback from the Cross Bureau Working Group of the pertinent subject.

Regs SME

Provides feedback and updates from a regulation perspective for accuracy and recency, as applicable.

AskCFPB Page Type Examples (1/2)

- Anchor links

https://www.consumerfinance.gov/consumer-tools/auto-loans/#anchor_getting-an-auto-loan_3b41b6d394ee46

- Long list of things

<https://www.consumerfinance.gov/ask-cfpb/what-are-some-common-types-of-scams-en-2092/>

- Downloadable links

<https://www.consumerfinance.gov/ask-cfpb/what-should-i-do-when-a-debt-collector-contacts-me-en-1695/>

AskCFPB Page Type Examples (2/2)

- 314 - <https://www.consumerfinance.gov/ask-cfpb/how-do-i-dispute-an-error-on-my-credit-report-en-314/> - This is an example of a “How To” question.
- 1229 - <https://www.consumerfinance.gov/ask-cfpb/does-requesting-my-credit-report-hurt-my-credit-score-en-1229/> - This is an example of a “Know your rights” question.
- 117 - <https://www.consumerfinance.gov/ask-cfpb/what-is-a-conventional-loan-en-117/> - This is an example of a “Basics” question, that is also a straightforward question primarily answered by the snippet, with a minimal “answer” portion.
- 31 - <https://www.consumerfinance.gov/ask-cfpb/what-do-i-do-if-i-think-i-have-been-a-victim-of-identity-theft-en-31/> - This is an example of a “Common Issues” question.
- 1791 - <https://www.consumerfinance.gov/ask-cfpb/what-is-a-debt-to-income-ratio-en-1791/> - This is an example of a question that provides a platform for our video content.