



ADOBE  
CONSULTING



CreditOne Bank

28<sup>th</sup> September 2016



- A **key step in successful implementations** is to develop user-friendly page names
- Page names can be derived from a page's URL structure, bread crumb, or CMS fields\*
- Without a good page naming strategy, users will not be able to effectively analyze content consumption, navigation patterns, entry/exit points, etc.
- Good page naming will promote broader and faster adoption of SiteCatalyst

## Five C's of Effective Page Naming

**Clear:** Ensure the page name is clear and easily identifiable for infrequent users.

**Clean:** Avoid tagging issues which can fragment a single page into multiple variations.

**Contextual:** Include directory structure or content hierarchy in the page name to help users orient the page within the site and simplify report filtering.

**Concise:** Keep the page name as short as possible to maximize limited character space.

**Consistent:** Maintain a uniform structure across different sections of the site and over time as well.

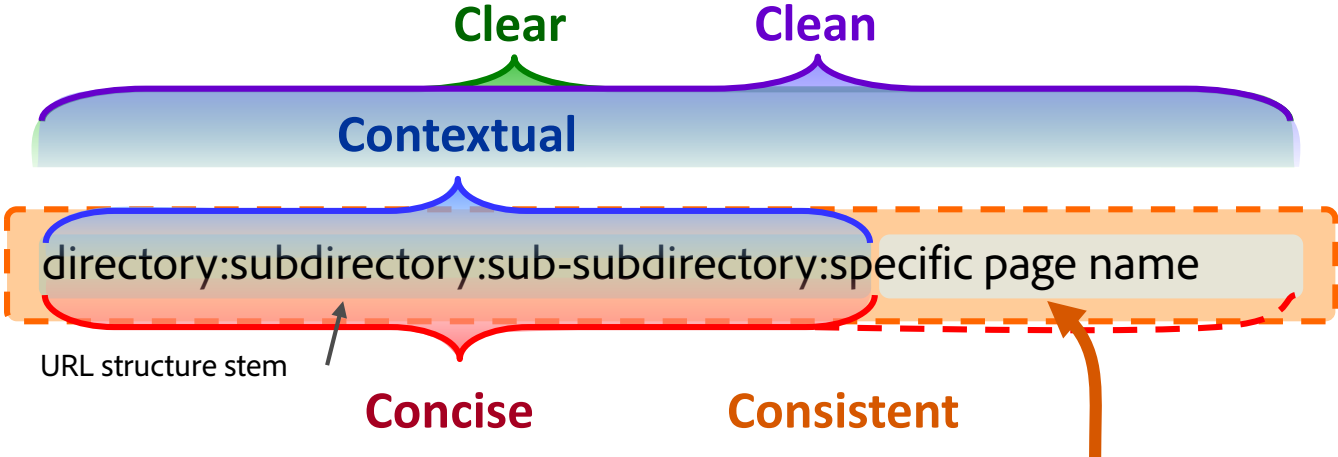
*\*Basing page names on page titles is not a recommended approach*



**Will users know what page this is?**  
Clarity is an overarching concern for the entire page name.

**Is it fragmented?**  
Cleanliness ensures there are not multiple variations of the same page.

**Which neighborhood?**  
Context focuses on the URL structure stem, which helps to identify where a page resides.



**Use "US" instead of "United States"?**  
Conciseness primarily focuses on making the URL structure stem as short as possible. The specific page name part should also be as concise as possible but most of the emphasis will be on the stem.

**Same neighborhood?**  
Consistency focuses on having the same naming convention across site sections and over time.

# The structure for Credit One Bank:



Each page for Credit One Bank will have the following details

**Page Name:** As shown above the page names should be named in systematic structure to draw more analysis out of it. It should be uniquely named for each page.

**Type:** This tells us if the site is a desktop site (which includes both mobile site and desktop) or Mobile App

**Category:** This tells us if what site it is, Credit One Bank main site or any other Microsites

**Sub-Category:** This tells us what section of the site we are in like bill pay, offers etc

**Sub-sub-Category:** If provides information one level below sub-category

# Page Naming: Pay bill Funnel Desktop



**Credit One Bank**

Overview **Pay Bill** Offers Credit Score Documents & Statements Customer Service Settings

**Current Snapshot**

Balance	\$906.72
Payment Due Date	10/03/2016
Minimum Payment	\$0.00
Total Credit Limit	\$1,200.00
Total Available Credit	\$293.00
Credit Limit for Cash	\$1,200.00
Available Credit for Cash	\$293.00
Last Statement Balance	\$931.77
Total Transactions	\$34.90
Total Payments & Credits	\$59.95
Rewards Earned (last 12 months)	\$0.00

**Payoff Estimator**

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## Pay Bill

Choose your method of payment.

Please ensure your payment is received by **5:00pm (Pacific Time)** on your Payment Due Date to avoid a Late Fee. Payments received after **5:00pm (Pacific Time)** will post to your account the following business day.

### Express Payment

**Make Express Payment** ▾

- Funds Available: **Tomorrow**  
[View Calendar](#)
- Payment Options:
  - Debit/ATM
  - Bank Account
- A fee applies

### Standard Payment

**Make Standard Payment**

- Funds Available: **In about 5 business days**  
[View Calendar](#)
- Payment Options:
  - Bank Account only

Pagename = dt:c1b:pay bill

Category=dt:c1b

Sub Category=dt:c1b:pay bill

Sub sub Category=n/a



# Page Naming: Pay bill Funnel Desktop



← → ↻ https://test02.creditone.com/transactional/standard-payment

Apps ADU - Informer News Adobe Brand Center Inside Marketing Dr.Teeth Video Samples: HTML other debugger Imported From Firefo Digital Pulse Debug URL Decoder/Encoder Attask »

Current Snapshot

Balance	\$61.49
Payment Due Date	10/07/2016
Minimum Payment	\$25.00

Pay Bill

Total Credit Limit	\$2,500.00
Total Available Credit	\$2,438.00
Credit Limit for Cash	\$2,500.00
Available Credit for Cash	\$2,438.00
Last Statement Balance	\$61.49
Total Transactions	\$0.00
Total Payments & Credits	\$0.00
Rewards Earned (last 12 months)	\$0.00

Payoff Estimator

More ▼

Standard Payment: Bank Account

Step 1: Enter Your Standard Payment Amount

Bank Account

Checking - Ending in 9928

+ Add / Update Bank

Balance

\$61.49

Minimum Payment

\$25.00

Select Payment Amount

☒ Minimum Payment

\$25.00

☐ Statement Balance

\$61.49

☐ Current Balance

\$61.49

☐ Other Amount

I understand that upon receipt of this authorization that Credit One Bank will electronically debit my bank account.

Back

Continue

Pagename = dt:c1b:pay bill:standard payment step 1  
Category=dt:c1b  
Sub Category=dt:c1b:pay bill  
Sub sub Category=dt:c1b:pay bill:standard payment

# Page Naming: Pay bill Funnel Desktop



Current Snapshot

Balance	\$61.49
Payment Due Date	10/07/2016
Minimum Payment	\$25.00
<a href="#">Pay Bill</a>	
Total Credit Limit	\$2,500.00
Total Available Credit	\$2,438.00
Credit Limit for Cash	\$2,500.00
Available Credit for Cash	\$2,438.00
Last Statement Balance	\$61.49
Total Transactions	\$0.00
Total Payments & Credits	\$0.00
Rewards Earned (last 12 months)	\$0.00

[Payoff Estimator](#)

[More](#)

## Standard Payment: Bank Account

Step 1: Enter Your Standard Payment Amount

Step 2: Verify Your Standard Payment Amount

Bank Account	Balance	Minimum Payment
Checking - Ending in 9928	\$61.49	\$25.00

Payment Amount

\$25.00

I understand that upon receipt of this authorization that Credit One Bank will electronically debit my bank account.

[Back](#) [Submit](#)

Payment Posting Timeframes

Submitted:	Effective Payment Date:
On or before 5:00pm (Pacific Time)	Same day ⓘ
After 5:00pm (Pacific Time)	Next day ⓘ

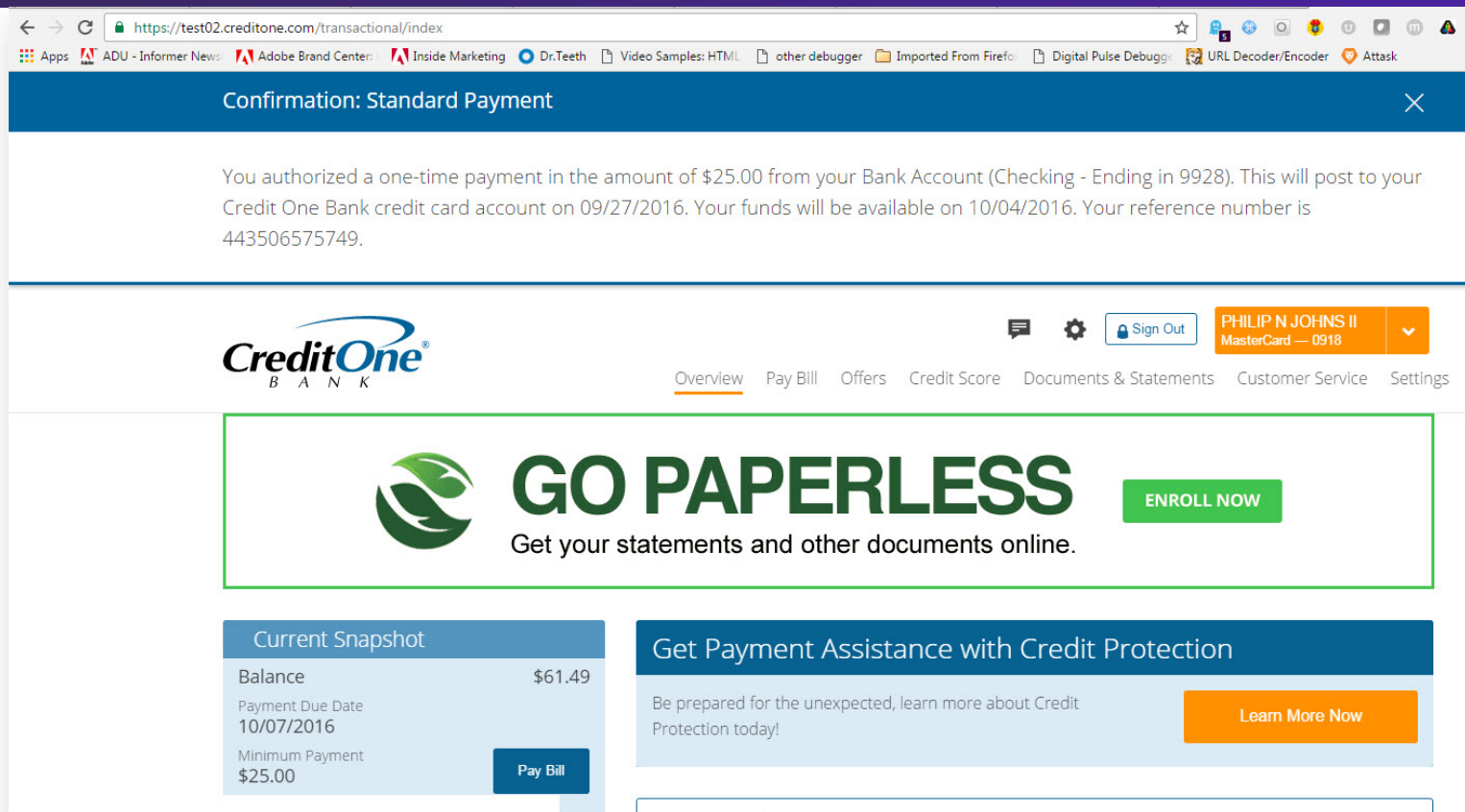
Pagename = dt:c1b:pay bill:standard payment step 2

Category=dt:c1b

Sub Category=dt:c1b:pay bill

Sub sub Category=dt:c1b:pay bill:standard payment

# Page Naming: Pay bill Funnel Desktop



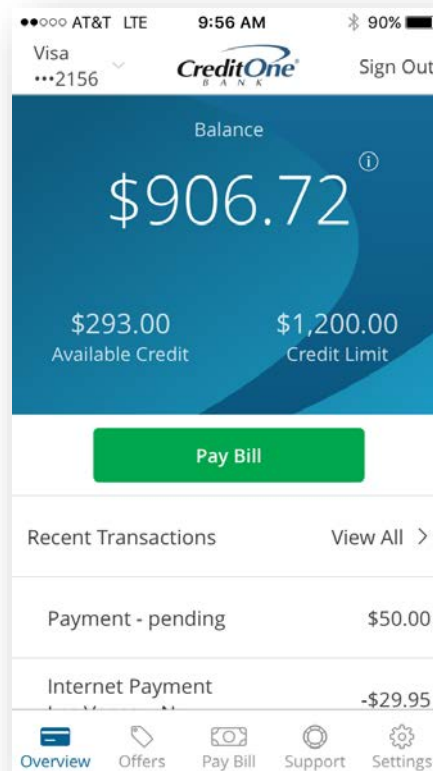
Pagename = dt:c1b:pay bill:standard payment:confirmation

Category=dt:c1b

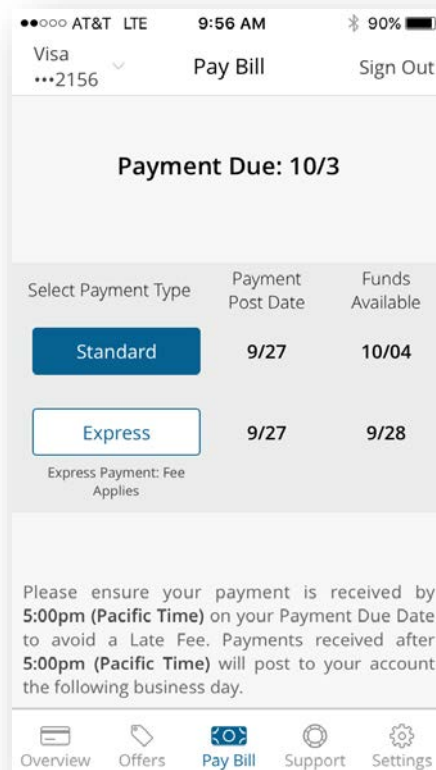
Sub Category=dt:c1b:pay bill

Sub sub Category=dt:c1b:pay bill:standard payment





Pagename = mob:c1b:pay bill  
Category=mob:c1b  
Sub Category=mob:c1b:pay bill  
Sub sub Category=n/a



Pagename = mob:c1b:pay bill:standard payment step 1

Category=mob:c1b

Sub Category=mob:c1b:pay bill

Sub sub Category=mob:c1b:pay bill:standard payment



Cancel Make Standard Payment

From Bank Account + Add / Update Bank

☐ Checking - Ending in 2222

☒ Savings - Ending in 4777

Select Payment Amount

☒ Minimum Payment \$0.00

☐ Statement Balance \$931.77

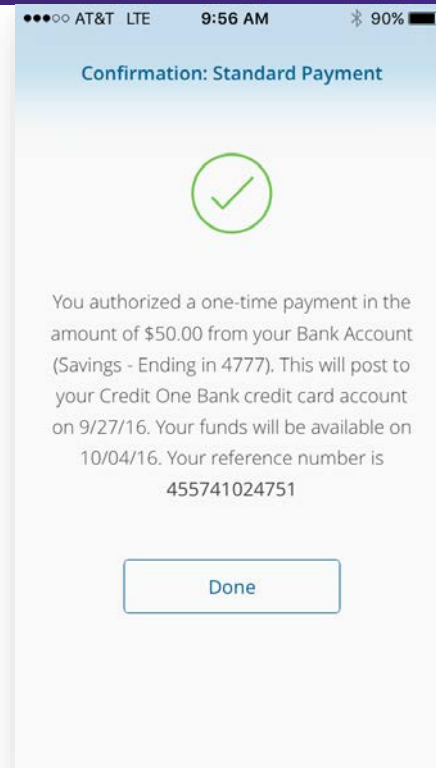
Next

Pagename = mob:c1b:pay bill:standard payment step 2

Category=mob:c1b

Sub Category=mob:c1b:pay bill

Sub sub Category=mob:c1b:pay bill:standard payment



Pagename = mob:c1b:pay bill:standard payment:confirmation  
Category=mob:c1b  
Sub Category=mob:c1b:pay bill  
Sub sub Category=mob:c1b:pay bill:standard payment

