

# Sample Ingredients List

## Home Page:

- Logo (with tagline?)
- Imagery/Illustration
- Testimonials
- Returning user Login fields & GO button
- Small Business/Individual/Seniors -> differentiator [links]
- Short instructional copy
- Tour - identified w/ specific track (?)
- Ask the Experts link and image (email, 800#, chat & hours)
- About Us link (to corporate pages)
- Top Tab:
  - About Us [link]
  - Help [link]
  - Things to Consider [link]
- Bottom HTML:
  - Privacy & Security [link]
  - Legal [link]
  - Copyright notice [link]

# Sample Ingredients List

## Small Business Landing Page:

- Logo
- Affiliate Logo (height of 46 pixels – determined by designer)
- Small Business visual consistency from home page
- If you need help, please check out Things To
- Intro text, speaking to Small Business audience & additional copy:
  - **What information you will need:**
    - Company Address & Information
    - Company Tax Information
    - Employee names, their home Zip codes and dates of birth
  - **Easy Stepped process:**
    - 1) Tell us where your business is by Zip Code
    - 2) **Create Login** for yourself (and see what carriers are in your area)
    - 3) Input **your** company & employee **information**
    - 4) Tell us what **your** insurance **preferences** are
    - 5) **Select & Compare** from plans that fit your company and your needs
    - 6) Select **Additional Plans** (like Vision & Dental) for your company
    - 7) A **Plan Confirmation** and Worksheet to help you work out the numbers
    - 8) **Online applications** to help you streamline the enrollment process
- Zip Code field & GO button
- Ask the Experts link and image (Email, 800#, Chat & hours)
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