

CGU ONLINE TOOLKIT CONTENT PAGE REQUIREMENTS

This guide is designed to walk you through the elements required and recommended when producing a new Content page on the CGU website.

For a full list of all the modules available for use, please visit:
cgu-toolkit.primemotive.com.au

1 Header section

The header section refers to the top part of the page that includes the main introduction to the page's content.

INTRODUCTION

Depending on the page importance and amount content there are two introduction modules to choose from. The 'Introduction – Feature' module features a treated brand image, while the 'Introduction – Standard' includes a smaller box image. Both options provide the same amount of space for navigation breadcrumbs, page title and byline.

The Introduction – Feature module is the preferred header for content pages on the CGU website. The feature image used in this header adds visual flair to the top of the page, which help add visual different to otherwise similar looking content pages. The feature image should be treated as per the latest CGU brand style guidelines with the background fading to transparent.

The Introduction – Small module is the secondary preference for the header for content pages. This variation can be used where time and budget are limited, as the smaller image doesn't require treatment. There is also an option to not include an image in this header section, but this is not recommended.

[Personal home](#) – [Products](#) – [Car Insurance](#) – [Comprehensive Car Insurance](#)

COMPREHENSIVE CAR INSURANCE

The broadest protection, covering loss and damage to your own vehicle as well as damage you cause to another person's vehicle.



Introduction - Feature – <http://cgu-toolkit.primemotive.com.au/content-page-elements.html>

[Business](#) – [Workers Compensation](#) – [Employers](#)

PROFESSIONAL SERVICES INSURANCE

CGU Professional Services Insurance is designed to protect the assets of information technology professionals and businesses.



Introduction - Standard – <http://cgu-toolkit.primemotive.com.au/content-page-elements.html>

2 Content area

The Content Area module houses the bulk of the information on a content page. In addition to text based content there are also a range of inline sub-modules that can be added to this area. The choice of which sub-modules to use greatly depends on the content of the page.

CONTENT AREA

When writing copy for a content page consider the following points:

- Use Headings and sub-headings to structure content and make large amounts of text easy to scan
- Break up large blocks of text into multiple paragraphs
- Use Call to Action buttons to link to important links only, like online quotes. Use normal text hyperlinks for all other links
- If there are large amounts of content (multiple pages in Microsoft Word) consider breaking content up into multiple content pages. Use the Inline Navigation module to link these pages together
- Use the additional inline sub-modules to complement text content and provide a richer experience to the user.

What is Comprehensive Insurance?

Comprehensive Insurance protects you against loss or damage to your car, motorcycle, trailer or horse float. It also covers your liability for any damage you cause to another person's vehicle or property.

We also offer two options for discounted premiums:

Nominated Driver Insurance – discounts apply if your vehicle will be driven by no more than two nominated drivers who are 25 years of age or over.

Nominated Driver Low Kilometre Insurance – further discounts apply to your premium if your vehicle will be driven by no more than two nominated drivers who are 25 years of age or over AND will not be driven more than 10,000 kilometres during an insurance year.

Call to Action Button →

Content Area module

Cover for loss of documents, including electronic data, and reasonable costs, charges and expenses incurred in replacing or restoring such documents/data

Intellectual property cover extends to include unintentional infringement of circuit layout rights

Claims investigation costs, i.e. legal defence costs are paid in addition to the policy limit

No date recognition (Y2K) exclusion

Inline Table module

Further information

Making a claim	→	Claims FAQ	→
Workers compensation	→	Preferred suppliers	→
Dispute resolution	→		

Inline Navigation module

CGU Farm Risk Radar

IT professionals and businesses can be liable for advice and/or services they have provided that cause financial loss to a third party. CGU Professional Services Insurance combines professional indemnity insurance with public and products liability cover to give you comprehensive protection.

Launch the CGU Farm Risk Radar →

Inline Call to Action module

3 Side bar modules

Side bar modules are prominent call to action panels that sit in the second column of a CGU content page. At least one module should be used per page.

MODULES

Side Bar Modules are a collection of modules that sit next to the Content Area, and usually contain the main call to actions for a page. There can only be a maximum of 2 displayed on each page and must be displayed in the order outlined in the requirements.

- For product pages with online quoting its recommended to display: Get a Quote (online) & Find an Advisor
- For product pages without online quoting its recommended to display: Get a Quote (offline / phone) & Find an Advisor
- For General content pages its recommended to display: Information & Related Products
- For content pages about general insurance topics its recommended to display: Find an Advisor & Related Products

What is Information Technology Liability Insurance?

IT professionals and businesses can be liable for advice and/or services they have provided that cause financial loss to a third party. CGU Information Technology Liability Insurance combines professional indemnity insurance with public and products liability cover to give you comprehensive protection.

This policy provides protection for a broad range of civil liabilities arising from the provision of information technology services.

Get a Quote Online
Small business insurance made for you.
Get a quote now →

Find an adviser
To get a quote for Information Technology Liability Insurance
Speak to an insurance adviser
Suburb or postcode →

Side Bar Modules – <http://cgu-toolkit.primemotive.com.au/content-page-elements.html#side-bar-module>

4 Footer section

The footer section of a content page contained two modules: a downloads module and a related products module. Both act as a summary of the page's content.

DOWNLOADS (OPTIONAL)

The Forms and Downloads module sits at the bottom of some content pages, and holds all downloads for the page. The heading for this module can be changed to suit whatever downloads are placed in this section.

Forms & Downloads

 CGU Residential Strata policy (PDF, 332 kb)	 CGU Residential Strata SPDS (PDF, 88 kb)
 Supplementary Product Disclosure Statement (PDF, 88 kb)	 Supplementary Product Disclosure Statement - Financial Claims Scheme (PDF, 12 kb)

Forms and Downloads – <http://cgu-toolkit.primemotive.com.au/content-page-elements.html#forms-and-downloads-module>

RELATED PRODUCTS

If the user arrives at the bottom of the page it is likely they haven't found the information or product they are looking for. The Related Products module provides a space for discovery, recommending other products before the user arrives at the Footer.

RELATED PRODUCTS

Landlords Insurance → Ensure your investment property is properly covered with CGU Landlords Insurance.	Home Insurance → Choose your level of affordable coverage for your home and contents.	Commercial strata → CGU Commercial Strata Insurance is designed to protect the specific insurance needs of commercial strata title properties.
---	---	--

Related Products – <http://cgu-toolkit.primemotive.com.au/content-page-elements.html#related-products-module>

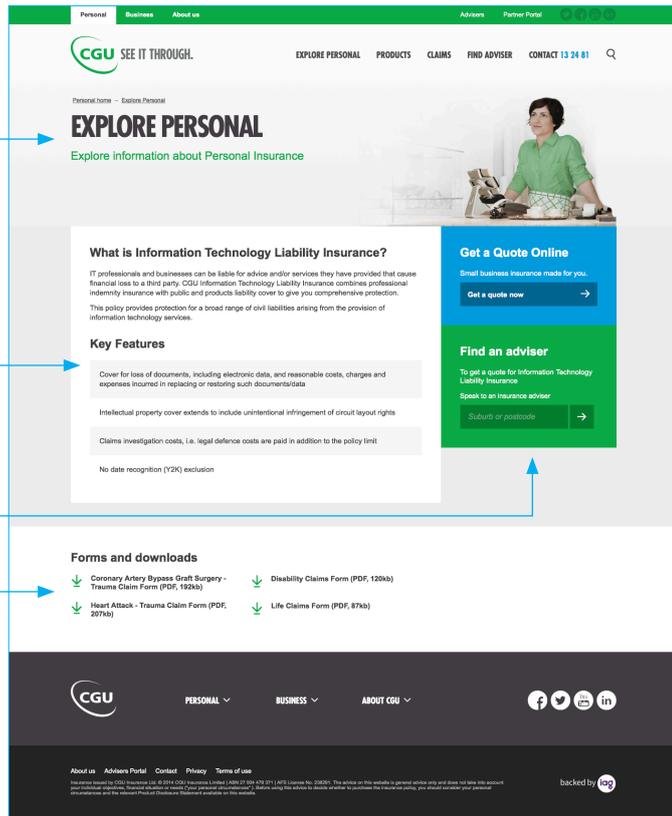
5 Identifying content page elements

Introduction – Feature

Content Area

Side Bar Modules

Forms and Downloads



THE HEADER

THE FOOTER