

CGU ONLINE TOOLKIT PRODUCT PAGE REQUIREMENTS

This guide is designed to walk you through the elements required and recommended when producing a new Product 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 page navigation, a feature banner and, if required, a secondary navigation bar.

FEATURE BANNER

Depending on the page type, you can use a 'Standard header' or a 'Search header'.

The Standard Header is the first module usually seen on a top-level CGU.com.au webpage. It acts as an introduction to the page's content, providing space a branded background image and a primary call to action. The primary call to action usually links to an online quote. Different amount of content can be placed between the title and the call to action button, but this should be kept to a minimum.

The Search Header can be used to help aid in discovery of different content from top-level pages. This is particularly useful if there are many sub-pages of content in this section of the website. A background image should be chosen which is relevant to the content searchable and allows the text and search box to be clearly visible. An optional call to action bar can be added at the bottom of the module. Text in this area should be kept to a minimum.



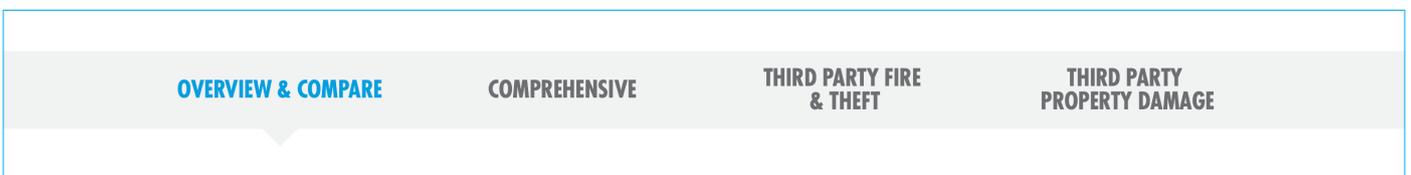
Standard header module – <http://cgu-toolkit.primemotive.com.au/feature-modules.html#standard-header-module>



Search header module – <http://cgu-toolkit.primemotive.com.au/feature-modules.html#search-header-module>

NAVIGATION BAR MODULE

The Navigation Bar module can be added to landing pages to provide links to up to 3 sub-pages. The landing page is always the first link on the navigation bar. The navigation bar must sit below the header module. It should not be placed anywhere else. When a user clicks or taps on one of the links it takes the user to a new page.



Navigation bar module – <http://cgu-toolkit.primemotive.com.au/navigation-modules.html#navigation-bar-module>

2 Lead-in content

The lead-in content is the first part of your page the user will be reading once they clear the header section. It is important to make this section light and easy to read, while still communicating the important information of the product and encouraging users to learn more.

USING DIFFERENT INTRODUCTION MODULES

There are a number of modules available for presenting introduction content, including icon blocks, comparison tables, tiles, and lists. Pick a module, or two, that will best represent and communicate the content. See all the introduction module options here: <http://cgu-toolkit.primemotive.com.au/content-modules.html>

Are you ready for the curve balls life throws at you?

None of us like to think of the 'what ifs'. But what if you or your partner suddenly died, or were diagnosed with a terminal illness? Could your family cope financially? CGU life insurance is designed to provide financial protection if you ever receive such devastating news.

- 24-hour worldwide cover**
Those curve balls can be thrown at any time of the day or night, anywhere in the world. Our life insurance protects you, wherever you are.
- Choose up to five beneficiaries**
When taking out cover, you can nominate up to five beneficiaries for your life insurance, including your children.
- 28-day cooling off period**
If you change your mind after taking out CGU life insurance, we'll give you a full refund if you cancel within 28 days.
- Advance funeral benefit**
If you die, we give your loved ones an advance payment of \$10,000 for your funeral. This amount forms part of your final death benefit.
- Flexibility to change beneficiaries**
Throughout life, circumstances change. It's easy for you to change the beneficiaries listed on your insurance policy. Remember, you can have up to five beneficiaries.
- Got 3 minutes?**
[Get a Quote](#)

Introduction - feature module – <http://cgu-toolkit.primemotive.com.au/content-modules.html#intro-feature-module>

Compare Car Insurance Cover

Whether you want the best protection or something simple, you'll find what you need at CGU. We've got three different car policies, each with different levels of cover.

Most popular	Gap cover	Most economical
Comprehensive Complete coverage Want the best protection? This covers both your own vehicle and any damage caused to others, and comes with a range of optional extras.	Third party fire and theft This covers you if you cause damage to another vehicle, or if your car's stolen or catches fire.	Third party property Cost-effective Need the cheapest car insurance? This covers you for the cost of damage to another person's property or vehicle.
<ul style="list-style-type: none">✓ \$30m liability cover✓ Uninsured motorist damage - full cover✓ Earned No Claim Bonus protection✓ New car replacement up to three years old✓ Hire car after theft	<ul style="list-style-type: none">✓ \$30m liability cover✓ Uninsured motorist damage - up to \$5,000 cover✗ Earned No Claim Bonus protection✗ New car replacement up to three years old✓ Hire car after theft	<ul style="list-style-type: none">✓ \$30m liability cover✓ Uninsured motorist damage - up to \$5,000✗ Earned No Claim Bonus protection✗ New car replacement up to three years old✗ Hire car after theft
Show more Buy online Learn more	Show more Buy online Learn more	Show more Buy online Learn more

Terms and conditions apply to all cover types so please [review the PDS](#) for full terms and conditions.

Comparison table module – <http://cgu-toolkit.primemotive.com.au/content-modules.html#comparison-table-module>

USING TEXT CALL TO ACTION MODULES

Call to Action – Text module provides an area for up to three targeted call to actions along with a short title and description. This module works best when the call to actions provided are alternatives to each other, as per the example above.

Need help choosing the right insurance?

We're here to help you work out which car insurance policy is right for you. Our friendly CGU insurance specialists can answer all your questions, or you can turn to an insurance adviser for help in assessing your risk and working out the right cover for your needs.

- [Get a Quote in 3 minutes](#)
- [Speak to a CGU specialist](#)
- [Speak to an insurance broker](#)

Call to action - text – <http://cgu-toolkit.primemotive.com.au/content-modules.html#call-to-action-text-module>

3 Breaking up the page with image panels

It is important to use image panels throughout your product page as a way to break up the body text content, and also add colour and extra interest to the page. Generally it is advised to use 2 - 3 depending on the length of your page.

IMAGE PANEL MODULES

When choosing modules for a top-level webpage, alternating between Feature and Content modules adds visual diversity and will help keep users engaged with the page's content.

Like all Image Panel modules, the Large variation provides space for short amounts of high level content, visually reinforced with iconography and a large background image. Keep content to a minimum and create synergy between the sub-titles and the body copy for the most impact. Icons should be chosen from the Universal set.

The Small variation of the Image Panel module uses iconography and a large background image to the same effect as the Large variation, but should only be used with content focusing on a single message. The module is full width, meaning the image extends to the edges of the users browser.

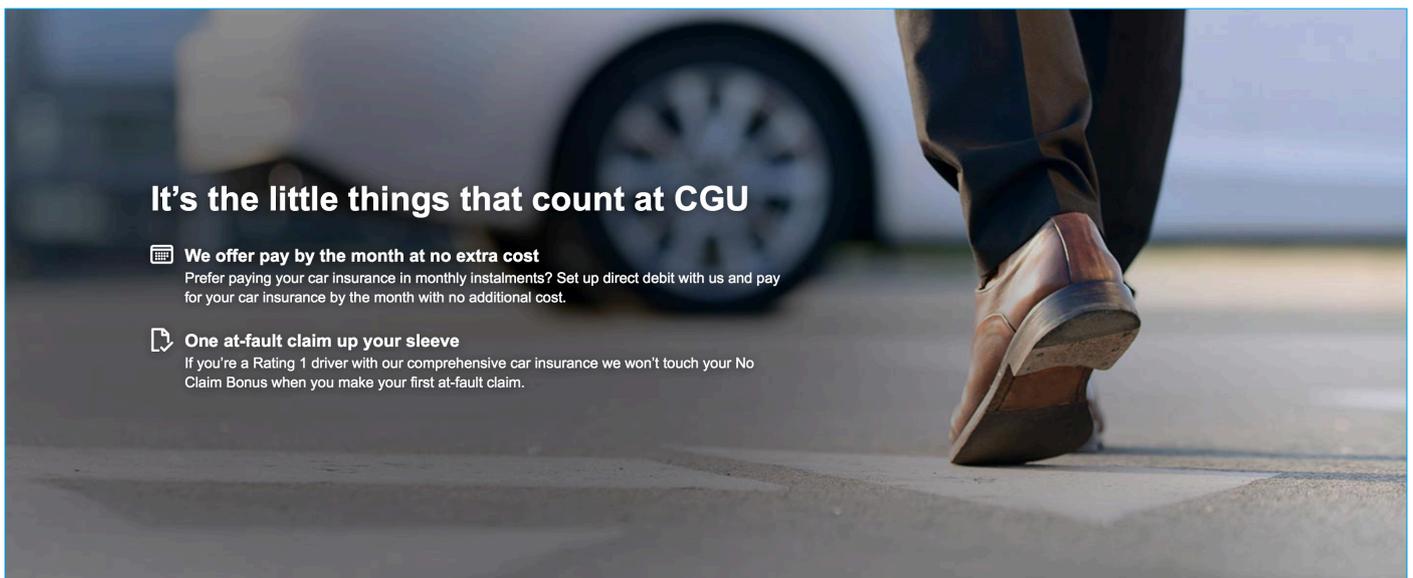


Image Panel - Large – <http://cgu-toolkit.primemotive.com.au/feature-modules.html#image-panel-large-module>

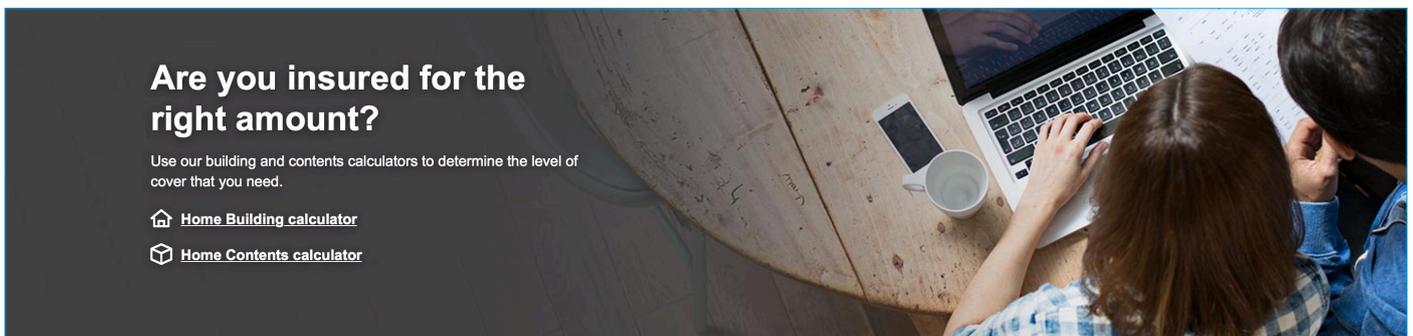


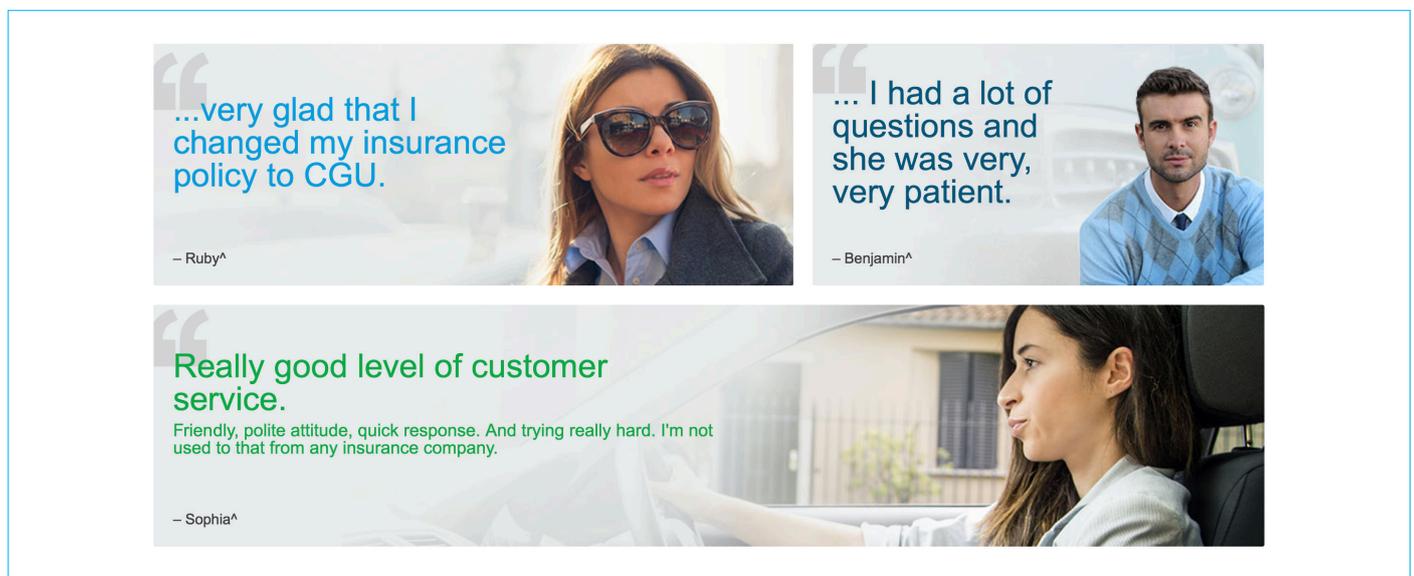
Image Panel - Small – <http://cgu-toolkit.primemotive.com.au/feature-modules.html#image-panel-small-module>

4 Additional modules you can utilise

There are a number of additional modules available for you to use depending on the content you have to communicate. Below are 2 of the more common ones used, but there are many more on in the UI Toolkit, so browse through and find the modules that will best represent your content.

CUSTOMER TESTIMONIALS

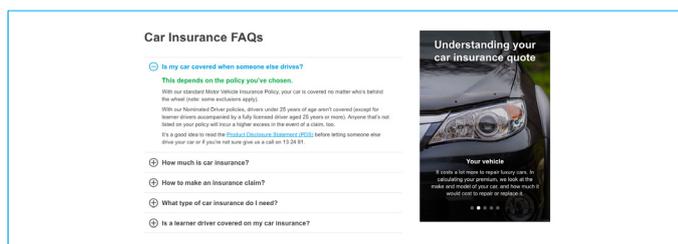
The Testimonials module should be used to add authenticity to a page's content by displaying real customer quote and reviews. Keep the text content relevant to the page's content.



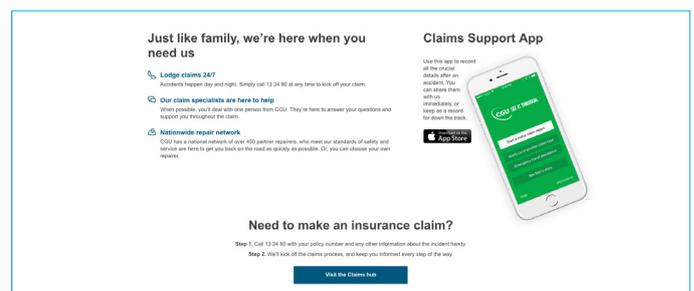
Testimonials – <http://cgu-toolkit.primemotive.com.au/content-modules.html#testimonials-module>

2 COLUMN CONTENT

The 2 Column Content module is one of the more flexible modules as there are many types of content that can be placed into each column: F.A.Q.'s, paragraph content, image carousels and videos are just some examples.



2 column module - variation 1 – <http://cgu-toolkit.primemotive.com.au/content-modules.html#two-column-content-module>



2 column module - variation 2 – <http://cgu-toolkit.primemotive.com.au/content-modules.html#two-column-content-module>

5 Footer section

The footer section refers to the bottom part of the page that features optional modules, along with site wide standard elements and links.

CALL TO ACTION – IMAGE

The Call to Action - Image module allows for a final area to provide a action the user should take. This action is prodominatly getting a quote online. This module should be placed near the end of the page, but before modules such as Related Articles or Related Products.



Call to action – image – <http://cgu-toolkit.primemotive.com.au/feature-modules.html#cta-image-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.

Other Home Insurance Products



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

6 Identifying product page elements

Standard image banner header

Navigation bar

Introduction feature

Comparison table

Call to action - text

Image panel - large

2 column content

The screenshot shows the CGU Car Insurance website. At the top is a navigation bar with links for Personal, Business, About CGU, Blog, For Advisers, Existing Customers, and a phone number. Below the navigation is a banner image of a smiling couple with a car, featuring the text 'CAR INSURANCE' and 'Get a Quote in 3 minutes'. A secondary navigation bar offers options: OVERVIEW & COMPARE, COMPREHENSIVE, THIRD PARTY FIRE & THEFT, and THIRD PARTY PROPERTY DAMAGE. The main content area starts with an introduction: 'Take our crash course in CGU car insurance', followed by three icons representing Comprehensive car cover, \$30 million liability cover, and a 3-minute quote process. Below this is a 'Compare Car Insurance Cover' section with three columns: 'Most popular' (Comprehensive), 'Most economical' (Third party fire and theft), and 'Third party property'. Each column lists features like \$30m liability cover, uninsured motorist damage, and new car replacement. At the bottom of the main content is a 'Need help choosing the right insurance?' section with three call-to-action buttons: 'Get a Quote in 3 minutes', 'Speak to a CGU specialist', and 'Speak to an insurance broker'. The footer contains a large image panel titled 'We help you see it through' with bullet points on outstanding service, experience counts, simple claims process, and a blog article. To the right of the footer is a 'Comprehensive Car Insurance FAQs' section with a 2-column layout of questions and answers, and a 'Understanding your comprehensive car insurance quote' graphic.

THE HEADER

LEAD IN CONTENT

6 Identifying product page elements (cont'd)

Testimonials

Image panel - large

2 column content

Call to action - text

Call to action - image

Related products

CGU Car Insurance Reviews

...very glad that I changed my insurance policy to CGU.
- Ruby*

... I had a lot of questions and she was very, very patient.
- Benjamin*

Really good level of customer service.
Friendly, polite attitude, quick response. And trying really hard. I'm not used to that from any insurance company.
- Sophia*

It's the little things that count at CGU

- We offer pay by the month at no extra cost.**
Paying by the month is more convenient. Get up direct debit with us and pay for your car insurance by the month with no additional costs.
- One at-fault claim up your sleeve.**
If you're a Rating 1 driver with our comprehensive car insurance we won't touch your No Claim Bonus when you make your first at-fault claim.

Just like family, we're here when you need us

- Lodge claims 24/7**
Accidents happen day and night. Simply call 13 24 80 at any time to kick off your claim.
- Our claim specialists are here to help**
When possible, you'll deal with one person from CGU. They're here to answer your questions and support you throughout the claim.
- Nationwide repair network**
CGU has a national network of over 450 partner repairers, who meet our standards of safety and service are here to get you back on the road as quickly as possible. Or, you can choose your own repairer.

Claims Support App

Use this app to record all the crucial details after an accident. You can share them with us immediately, or keep us in the loop for down the track.



Available on the App Store

Need to make an insurance claim?

Step 1. Call 13 24 80 with your policy number and any other information about the incident handy.
Step 2. We'll kick off the claims process, and keep you informed every step of the way.

[Visit the Claims hub](#)

Get a Car Insurance Quote Today

[Buy online](#)

Other Personal Insurance Products

- Home insurance
- Travel insurance
- Landlord insurance

* motor claims paid to date in the current financial year
* These are real comments collected by customers but fictional names and images have been used to comply with our privacy policy.

CGU PERSONAL BUSINESS ABOUT CGU

f t in

backed by 

THE FOOTER