




1. Original Bills.com IA and navigational style - Home Page

					
Mortgage	Debt Help	Insurance	Bill Consolidation	Loans	Credit
Ask Bill Videos <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>		Save Money Now			
Ask Bill			<input type="text"/>		


1.1 Original Bills.com IA and navigational style [dropdown menu items] - Home Page

					
Mortgage	Debt Help	Insurance	Bill Consolidation	Loans	Credit
<ul style="list-style-type: none"> home refinance home purchase debt consolidation home finance refinance my home reverse mortgage fha home loan mortgage refinancing subprime mortgages Foreclosure second mortgage mortgage lender 	<ul style="list-style-type: none"> debt consolidation debt consolidation services debt consolidation loan debt collection laws debt relief credit card debt credit card debt consolidation bankruptcy ayuda de la deuda debt pointers consolidate my debt consolidate debt debt diy 	<ul style="list-style-type: none"> auto insurance health insurance home insurance 	<ul style="list-style-type: none"> consolidate bills consolidate my bills 	<ul style="list-style-type: none"> home loan home equity loan home equity line pay day loans student loans auto loans 	<ul style="list-style-type: none"> credit information bad credit credit counseling credit score credit cards credit report credit monitoring credit solutions

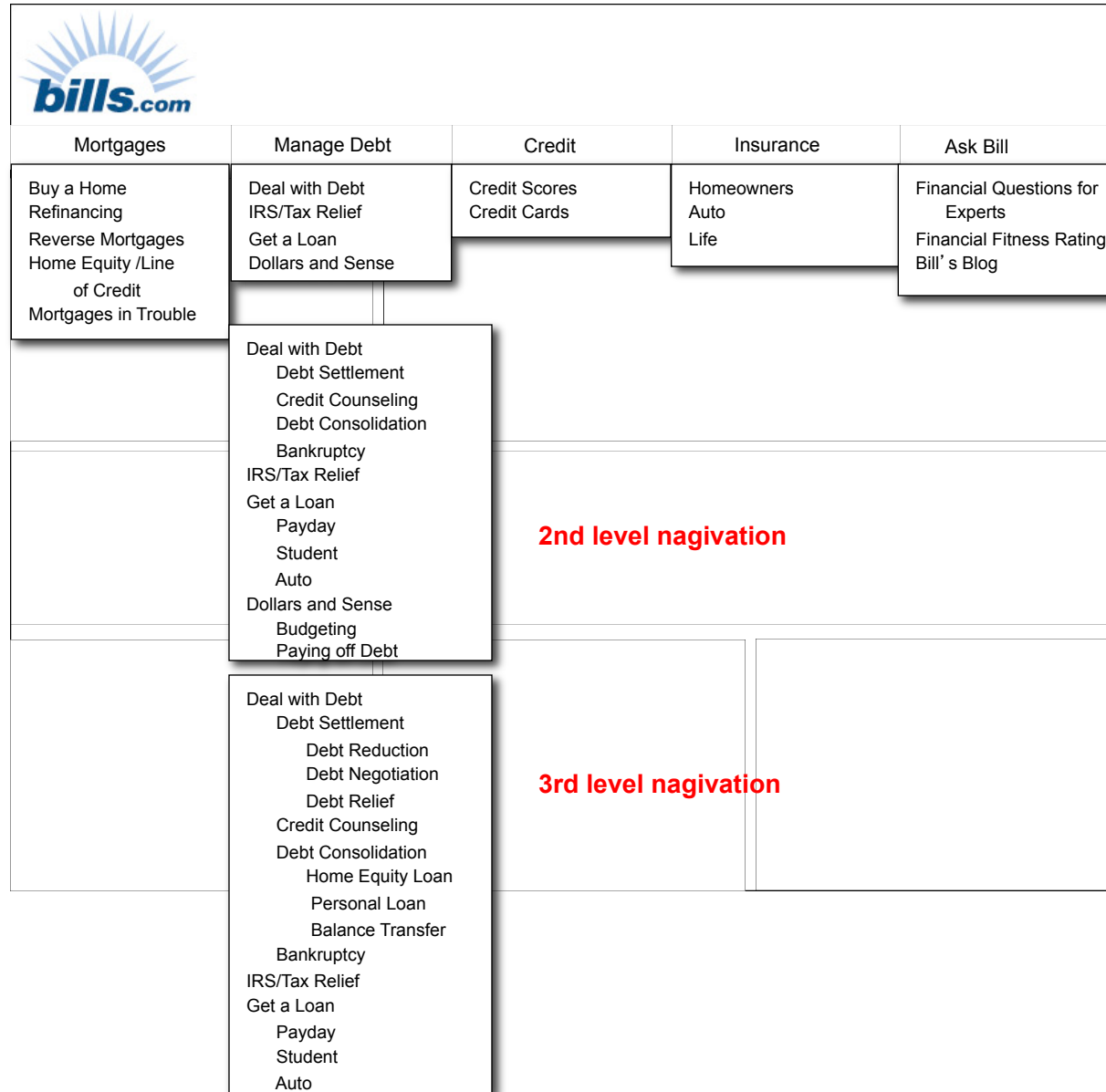
1.2 Original Bills.com IA and navigational style - Mortgage Page

					
Mortgage	Debt Help	Insurance	Bill Consolidation	Loans	Credit
<i>Mortgage Rates, Mortgage Quotes and Refinance Help on Home Loans to Save.</i>					
Your Mortgage Resource Center -- Mortgage Rates, Mortgage Quotes and Refinance Help on Home Loans so YOU can Save!			<i>savings center</i>		
Bill's Expert Advice					


2. New IA-2 (based on card sort) and original navigational style - Home Page - 4 Items main navigation


			
Mortgages	Manage Debt	Insurance	Ask Bill
Buy a Home Refinancing Reverse Mortgages Home Equity /Line of Credit Mortgages in Trouble	Deal with Debt IRS/Tax Relief Get a Loan Dollars and Sense Credit Scores Credit Cards	Auto Homeowners Life	Ask Bill Bill's Blog
<p>See 2nd and 3rd level navigation on next slide for "Managing Debt"</p>			

3. New IA-2 (based on alternative view of card sort) and original navigational style - Home Page - 5 Items main navigation



4. New IA-1 Hierarchical-based navigation (primary) + Task-based navigation (secondary) - Home Page



Mortgages		Save Money Now on Your Debt. As Easy As 1. 2. 3.....		Take Action
Manage Debt		Bill's Video	Poll: Where do You Stand?	
Credit				
Insurance		Interactive Graphic		
Ask Bill				

Ask Bill

How many credit cards are too many?

Manage Debt

4.1 New IA-1 Hierarchical-based navigation (primary) + Task-based navigation (secondary) - Mortgage and/or Debt Page

Manage Debt

Deal with Debt
IRS/Tax Relief
Get a Loan
Dollars and Sense


1st level

Deal with Debt
Debt Settlement
Credit Counseling
Debt Consolidation
Bankruptcy
IRS/Tax Relief
Get a Loan
Payday
Student
Auto
Dollars and Sense
Budgeting
Paying off Debt

2nd level

Deal with Debt
Debt Settlement
Debt Reduction
Debt Negotiation
Debt Relief
Credit Counseling
Debt Consolidation
Home Equity Loan
Personal Loan
Balance Transfer
Bankruptcy
IRS/Tax Relief
Get a Loan
Payday
Student
Auto
Dollars and Sense
Budgeting
Paying off Debt

3rd level



Mortgages

- Buy a Home
- Refinancing
- Reverse Mortgages
- Home Equity /Line of Credit
- Mortgages in Trouble

Manage Debt

Credit

Insurance

Ask Bill

Mortgages


Take Action

Share


Poll

Related Articles

Bill's Video



5. New IA-2 Task-based navigation (primary) + Hierarchical-based navigation (secondary)- Home

			
Mortgages Manage Debt Credit Insurance Ask Bill			
<h1>Save Money Now. As Easy As 1. 2. 3.....</h1>			
Take Action			
I need the best rate to refinance my mortgage.	Who can help me consolidate my overwhelming debt?	How did my credit card rate get so high?	I believe it's time for me to get life insurance.
Ask Bill.....		Catchy interactive graph here...	

5.1 New IA-2 Task-based navigation (primary) + Hierarchical-based navigation (secondary)- Mortgage Main Page

bills.com

Mortgages Manage Debt Credit Insurance Ask Bill

Buy a Home Refinancing Reverse Mortgages Home Equity Loan/Line of Credit Mortgages in Trouble

Mortgages


Interactive Graphic

Bill's Videos

Take Action Today's Rates

I need the best rate to refinance my mortgage. Who can help me consolidate my overwhelming debt? How did my credit card rate get so high? I believe it's time for me to get life insurance.

5.1.1 New IA-2 Task-based navigation (primary) + Hierarchical-based navigation (secondary)- Mortgage Page/Refinance (could be second level if user clicks on task in Homepage)



Mortgages				Manage Debt	Credit	Insurance	Ask Bill
Buy a Home	Refinancing	Reverse Mortgages	Home Equity Loan/Line of Credit		Mortgages in Trouble		

I need the best rate to
Refinance my mortgage.

Share


Take Action

Related Articles

Bill's Video


Tell me, just what is a reverse mortgage?	Who can help me consolidate my overwhelming debt?	How many credit cards are too many?	I'd really like some credit advice from Bill right now.
---	---	-------------------------------------	---

5.2 New IA-2 Task-based navigation (primary) + Hierarchical-based navigation (secondary)- Manage Debt Main Page



<p>Mortgages Manage Debt Credit Insurance Ask Bill</p>			
<p>Deal with Debt IRS/Tax Relief Get a Loan Dollars and Sense</p>			
<h1 style="margin: 0;">Manage Debt</h1>		<p style="margin: 0;">Ways of Deaing with Debt</p> <ul style="list-style-type: none"> <li style="background-color: #cccccc; padding: 2px; margin-bottom: 5px;">• Debt Settlement <li style="padding: 2px; margin-bottom: 5px;">Debt Reduction Debt Negotiation Debt Relief <li style="background-color: #cccccc; padding: 2px; margin-bottom: 5px;">• Credit Counseling <li style="background-color: #cccccc; padding: 2px; margin-bottom: 5px;">• Debt Consolidation <li style="padding: 2px; margin-bottom: 5px;">Home Equity Loan Personal Loans Balance Transfer <li style="background-color: #cccccc; padding: 2px; margin-bottom: 5px;">• Bankruptcy 	<p style="margin: 0;">Take Action</p> <p style="margin: 0;">Ask Bill</p> <hr/> <p style="margin: 0;">Testimonial</p>
<p>I need the best rate to refinance my mortgage.</p>	<p>Who can help me consolidate my overwhelming debt?</p>	<p>How did my credit card rate get so high?</p>	<p>I believe it's time for me to get life insurance.</p>

5.2.1 New IA-2 Task-based navigation (primary) + Hierarchical-based navigation (secondary)- Manage Debt /Deal with Debt



Mortgages	Manage Debt	Credit	Insurance	Ask Bill
Deal with Debt	IRS/Tax Relief	Get a Loan	Dollars and Sense	

Deal with Debt

Ways of Deaing with Debt

- Debt Settlement
- Debt Reduction
Debt Negotiation
Debt Relief
- Credit Counseling
- Debt Consolidation
- Home Equity Loan
Personal Loans
Balance Transfer
- Bankruptcy


Share

Take Action

Related Articles

Tell me, just what is a reverse mortgage?	Who can help me consolidate my overwhelming debt?	How many credit cards are too many?	I'd really like some credit advice from Bill right now.
---	---	-------------------------------------	---

6. IA Informal Language

				
House & Home	Dealing with Debt	Credit	Insurance	Ask Bill
Buy a Home Refinancing Reverse Mortgages Home Equity /Line of Credit Mortgages in Trouble	Deal With Debt IRS/Tax Relief Get a Loan Dollars and Sense	Credit Scores Credit Cards	Homeowners Auto Life	Financial Questions for Experts Financial Fitness Rating Bill' s Blog