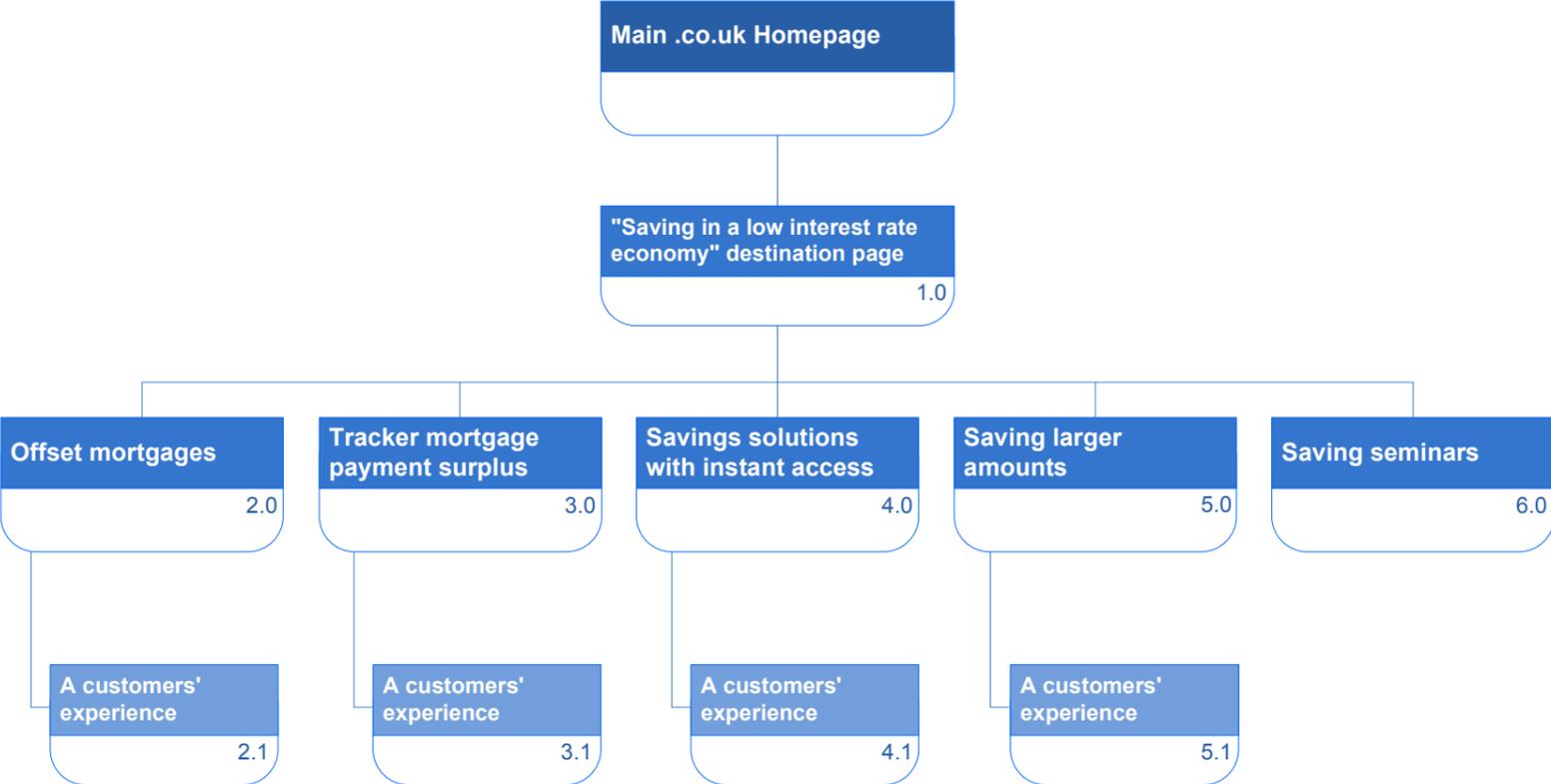


# Site map



### Other pages that may be created but located elsewhere.

**Savings products compared**

This page would be a matrix allowing all saving products to be compared at a glance. This page is likely to be located at another part of the main UK site.

**Customer experiences starting page**

This page would be a gallery style introductory starting page for all the customer experience videos. This page may be utilised in conjunction with community based sites.

# Saving in a low interest economy (1.0)

## Bank Logo

Personal Banking Premier Banking Business Banking Commercial Banking

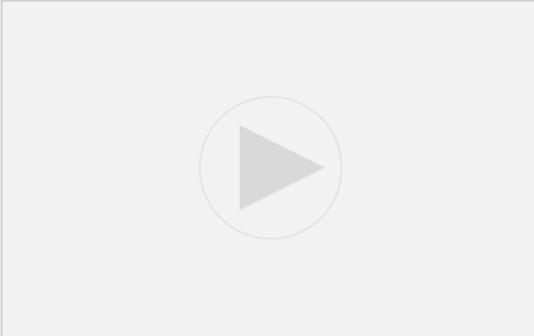
Homepage | Current accounts | Insurance | Loans | Mortgages | Savings | Credit cards | Financial Planning

You are here: Page name | Page name | Current page name

Online banking [> Login](#) [> Register](#)

### Saving in a low interest economy

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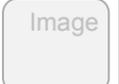
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- Neque ante proin vehicula imperdiet

Independant finance expert Geoff ... explains how to get...

### Saving to suit you

#### Getting more from your mortgage

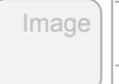
Interest rate cuts could give you the chance to save money with your mortgage.



- [Discover offset mortgage](#)  
Reduce your interest payments by linking your mortgage to your savings
- [Already got a tracker mortgage?](#)  
If your interest rate has been slashed, you could put the spare cash to work

#### Accessing your money when you want

Now more than ever it makes sense to have savings that you can dip into when needed.

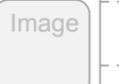


- Build up a three-month salary safety net
- Get ready to realise your short-term plans
- Put a little away every month for that rainy day

[Find out more](#)

#### Putting a lump sum away

If you're after a better return on your savings a longer term investment could be the answer, especially if you're:



- Supplementing your income with interest from your savings
- Happy to tie up your money for a while
- Looking to invest an inheritance or redundancy package

[Find out more](#)

### Saving in a low interest economy

#### Explore this section

Overview

- [Offset mortgages](#)
- [Utilising a tracker mortgage payment surplus](#)
- [Instant access saving solutions](#)
- [Longer term saving solutions](#)
- [XXXXXXXX savings seminars](#)

#### Ask a question

Ask a question below and we'll try to answer it

[Find your answer](#)

#### Top 5 frequently asked questions

- 1) Consectetur adipiscing elit sed diam?
- 2) Nummy nibh euismod tincidunt ut laoreet dolore?
- 3) Magna aliquam erat volutpat wisi enim ad minim?
- 4) Veniam, quis nostrud exerci tation ullamc?
- 5) Orper suscipit lobortis nisl ut?

## Key points re this approach

1) Deals with 'lack of trust' re-assuring the user right from the start by presenting the independant advice straight away.

2) This video should re-affirm what the user may already know without going into too much detail.

Having the video on this destination page reduces the need (although still desirable) to apply a similar video to each savings type starting page as the trust gaining/credibility exercise has been dealt with right at the start of the user journey.

3) The video is supported by copy to the right of it which summarises the key points in text format.

1024 x 768 approx

1024 x 800 approx

1280 x 1024 approx

# Offset mortgages (2.0)

## Bank Logo

Personal Banking Premier Banking Business Banking Commercial Banking

Homepage | Current accounts | Insurance | Loans | Mortgages | Savings | Credit cards | Financial Planning

You are here: Page name | Page name | Current page name

Email page Print page Online banking > Login > Register

### Offset morgage – bringing your savings & mortgage together

Introductory copy – laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Factual copy...lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum. Donec accumsan, purus ut viverra pharetra.

**How does an offset mortgage work?**  
Ipsum dolor sit amet, consectetur adipiscing elit. Nam interdum. Donec accumsan, purus ut viverra pharetra.

- Eget consectetur neque tortor
- Id ante proin vehicula imperdiet
- Ante mauris vehicula velit sed arcu
- Neque ante proin vehicula imperdiet

**How can this type of mortgage help?**  
Quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

**Why is this type of mortgage suitable in the current climate?**  
Sectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. If you don't meet this criteria.

**What's required to set up this kind of mortgage?**  
To set up a XXXXXXX Offset mortgage you need a deposit of £40K and a current account with XXXXXX.

[> More about this solution](#)

**Got a question? Interested in this solution? Call our mortgage team on 0800 123 456**  
(Lines are open from x to y, z days per week)

**Not sure if this is the right solution for you? Try our Offset Mortgage Calculator**  
Our calculator allows you to...magna aliquam erat volutpat. Ut wisi enim ad minim veniam.  
[Offset mortgage calculator](#)

**Find out about the full range of our mortgage solutions**  
We offer a wide range of mortgage solutions ...magna aliquam erat volutpat.  
[All XXXXXX mortgage products](#)

Was the information on this page useful?  
> Yes  
> No

### Saving in a low interest economy

Call our mortgage team  
**0800 123 456**  
(lines are open from x to y, z days per week)

**Explore this section**  
[Overview](#)  
[Offset mortgages](#)  
[Utilising a tracker mortgage payment surplus](#)  
[Instant access saving solutions](#)  
[Longer term saving solutions](#)  
[Savings seminars](#)

**Tools**  
[Offset calculator](#)

**Helpful information**  
[All our mortgage products](#)

**Ask a question**  
Ask a question below and we'll try to answer it  
  
[Find your answer](#)

**Top 5 frequently asked questions**

- 1) Consectetur aadipiscing elit sed diam?
- 2) Nummy nibh euismod tincidunt ut laoreet dolore?
- 3) Magna aliquam erat volutpat wisi enim ad minim?
- 4) Veniam, quis nostrud exerci tation ullamc?
- 5) Orper suscipit lobortis nisl ut?

[Show all questions](#)

## Page notes

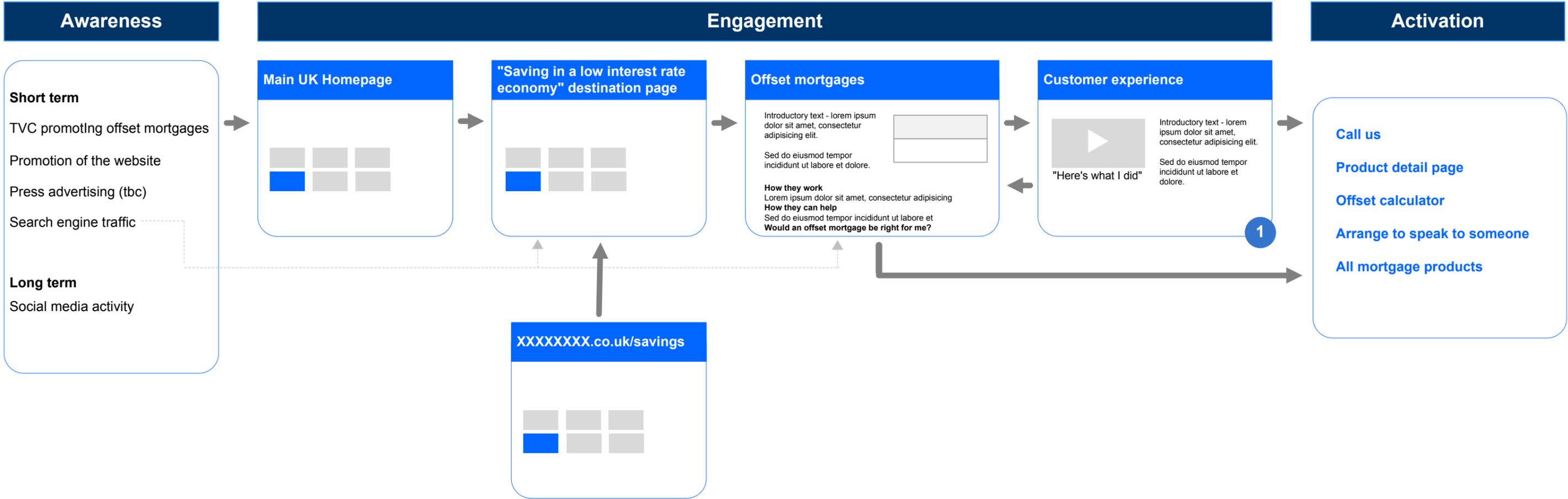
- 1 This phone number will ideally put the user directly in touch with a suitably trained member of The bank's staff so that the customer can ask questions and advance as far as possible down the buying process.

# Sample user journey: Offset mortgage



Could a mortgage solution help me maximise my savings in these difficult times?

Individual saver



**Notes**

1 This page would feature a short video of a customer(s) describing how they found a successful solution to this problem. The video could be shot in the customers' home adding an authentic, less commercially biased viewpoint that the relevant web audience can closely empathise with. The video will be supported by on-page text based content (so that users who either cannot or do not want to play the video have an alternative).