

CONVERSION OPTIMIZATION

Homepage Redesign

After the brand for Annuity.org received a refresh, and various pages had been improved as far as design and content, the homepage needed to be assessed next. The initiative was to improve the homepage design in order to increase traffic and conversion for both primary and secondary markets.

For this project, the goals were to:

- Emphasize conversion elements in the hero
- Bring attention to Annuity rates through new call-to-action
- Assess the primary and secondary market content sections




Original Homepage

Annuity.org [Annuities](#) [Structured Settlements](#) [Sell Your Payments](#) [Retirement](#) [About Us](#) 877-569-9651 [Search](#)

Take Control of Your Money


Whether buying an annuity to guarantee income for life or selling your structured settlement or annuity payments to get cash now, Annuity.org can help you find the financial solution that is right for you.

[BUY AN ANNUITY](#) [SELL YOUR PAYMENTS](#)



 **7+ YEARS AS A FINANCIAL RESOURCE**
We've educated people about financial options since 2013.

 **THOUSANDS OF CUSTOMERS HELPED**
We've helped 5,000+ people find financial freedom.

 **BBB: A+ RATING**
We have an A+ Better Business Bureau rating.

Discover Your Financial Options

When it comes to your finances, you have options. Whether you're in need of cash today or planning your financial future, we can give you the tools you need to develop a sound financial strategy.



[BUYING ANNUITIES](#)

When it comes to your finances, you have options. Whether you're in need of cash today or planning your financial future, we can give you the tools you need to develop a sound financial strategy.



[BUYING ANNUITIES](#)

Guaranteed Income for as Long as You Need It

We've helped thousands of people take control of their money. Whether you're looking to guarantee income with an annuity, or you need to unlock cash now from your structured settlement or annuity payments, we're here to help you every step of the way.

[What is an Annuity?](#)

[Current Rates](#)

[Buying an Annuity](#)

[Buying an Annuity](#)

[LEARN ABOUT ANNUITIES](#)

[SELLING PAYMENTS](#)

Turn Periodic Payments into Instant Cash

We've helped thousands of people take control of their money. Whether you're looking to guarantee income with an annuity, or you need to unlock cash now from your structured settlement or annuity payments, we're here to help you every step of the way.

[Payout Options](#)

[Settlement Loans](#)

[Settlements to Minors](#)

[How They Work](#)

[LEARN ABOUT STRUCTURED SETTLEMENTS](#)



Rates CTA

Annuity rates were not prominently featured on our site, and that information is essential to users looking to purchase that particular financial product. I designed a CTA that pulls in the best current annuity rates from various providers, to give users an incentive to convert.

Ultimately, we went with the banner CTA with the light green background. This element is compact and yet stands out among other sections on the page, and was also easy to implement on other pages.

Example iterations:

Interested in buying an Annuity? Find the most up-to-date rates!

PRODUCT	RATE	AM BEST RATING
GuaranteeShield	1.75%	A-
Palladium MYG 250k+	2.10%	A
MaxRate version 1 100k+	1.30%	A

Get Yours Now! [GET YOUR RATES NOW!](#)

Interested in buying an Annuity? Find the most up-to-date rates!

1.75% 3-Year	1.75% 4-Year	1.75% 5-Year	1.75% 6-Year	1.75% 7-Year	1.75% 8-Year	1.75% 9-Year	1.75% 10-Year
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Get Yours Now! [GET YOUR RATES NOW!](#)

Today's Latest Annuity Rates **1.25%** **2.30%** **1.45%** **2.50%** **2.25%** [GET YOUR FREE QUOTE](#)

3-Year 5-Year 7-Year 9-Year 10-Year

The final solution:

Today's Latest Annuity Rates **1.25%** **2.30%** **1.45%** **2.50%** **2.25%** [GET YOUR FREE QUOTE](#)

3-Year 5-Year 7-Year 9-Year 10-Year

Conversion Sections: Business Lines

These sections were included on the page to promote our most important business lines- encouraging users to buy annuities or to sell their annuities or structured settlement payments.

Initially these sections had stock images, which I felt didn't help to add value to the user. I tried iterations of this section without images, and then ultimately created graphics that simply emphasized what value each of these services could provide.

I also changed the CTA button style to be a solid bright green button, instead of a lined link style.

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

Annuities can generate a lifelong income stream, which means you can retire with confidence and security. Other benefits to owning an annuity include tax-deferred growth and protection against losing your initial investment. Annuity contracts are customizable. You can optimize your annuity to help with long-term care costs and you have the option to leave money to your beneficiaries.

Premium Protection | Income for Life
Legacy | Long Term Care

Interested in buying an Annuity? Find the most up-to-date rates!

1.75% 3-Year	1.75% 4-Year	1.75% 5-Year	1.75% 6-Year	1.75% 7-Year	1.75% 8-Year	1.75% 9-Year	1.75% 10-Year
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Learn More About Annuities
[How Do Annuities Work?](#) [Reasons to Buy an Annuity](#) [Types of Annuities](#) [Annuity Taxation](#) [Annuity Taxation](#)

Today's Latest Annuity Rates: 1.25% (3-Year), 2.30% (5-Year), 1.45% (7-Year), 2.50% (9-Year), 2.25% (10-Year)

[GET YOUR FREE QUOTE](#)

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[Reasons to Buy an Annuity](#)
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[READY TO GET STARTED?](#)

BUYING ANNUITIES
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Looking to Buy an Annuity?
[GET A FREE QUOTE](#)

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[GET YOUR FREE QUOTE](#)

BUYING ANNUITIES
Guaranteed Income for as Long as You Need It

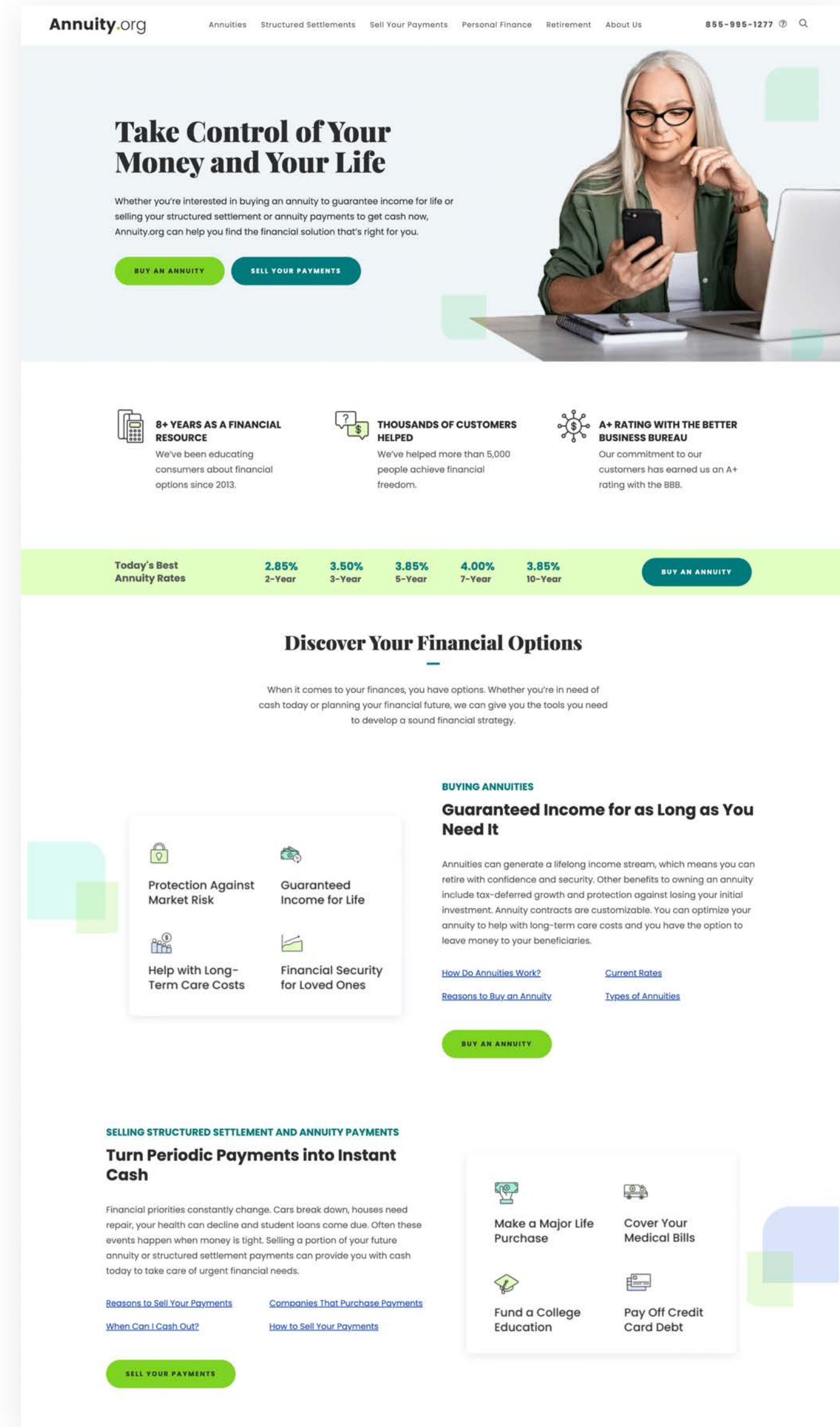
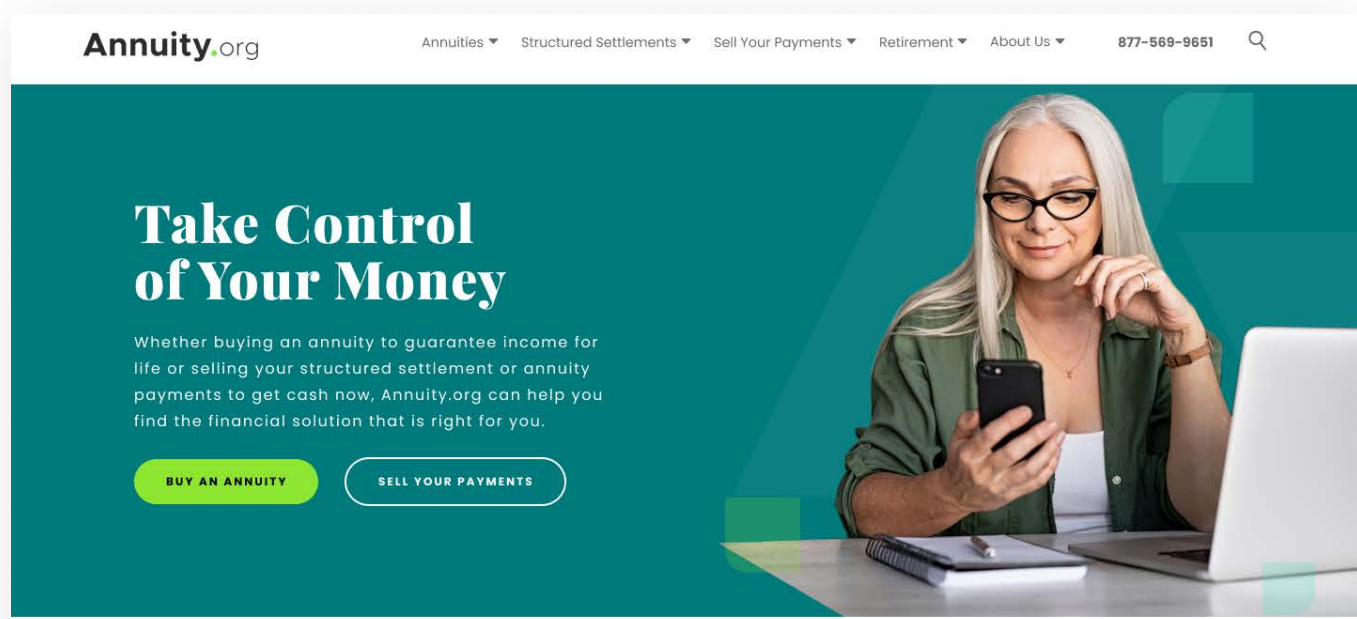
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[What is an Annuity?](#) [Current Rates](#)
[Buying an Annuity](#) [Buying an Annuity](#)

[LEARN ABOUT ANNUITIES](#)



THE RESULTS

Was the homepage redesign successful?

+86%
traffic increase over 5 month period

+200%
increase in phone and form leads

+19%
increase in average time on site

Takeaways

A brand's messaging is not only enforced through content and marketing strategy, but through design and visual identity. By creating defined branding guidelines, and design system patterns, I was able to:

1

Collaborate with the content team to focus more on producing better content design and shareable assets

2

Create UI designs to support marketing initiatives that were effective in reaching our KPI goals

3

Emphasize improved visual and UX design through reinforced branding guidelines and pattern standards

Improving the Navigation Experience of Annuity.org

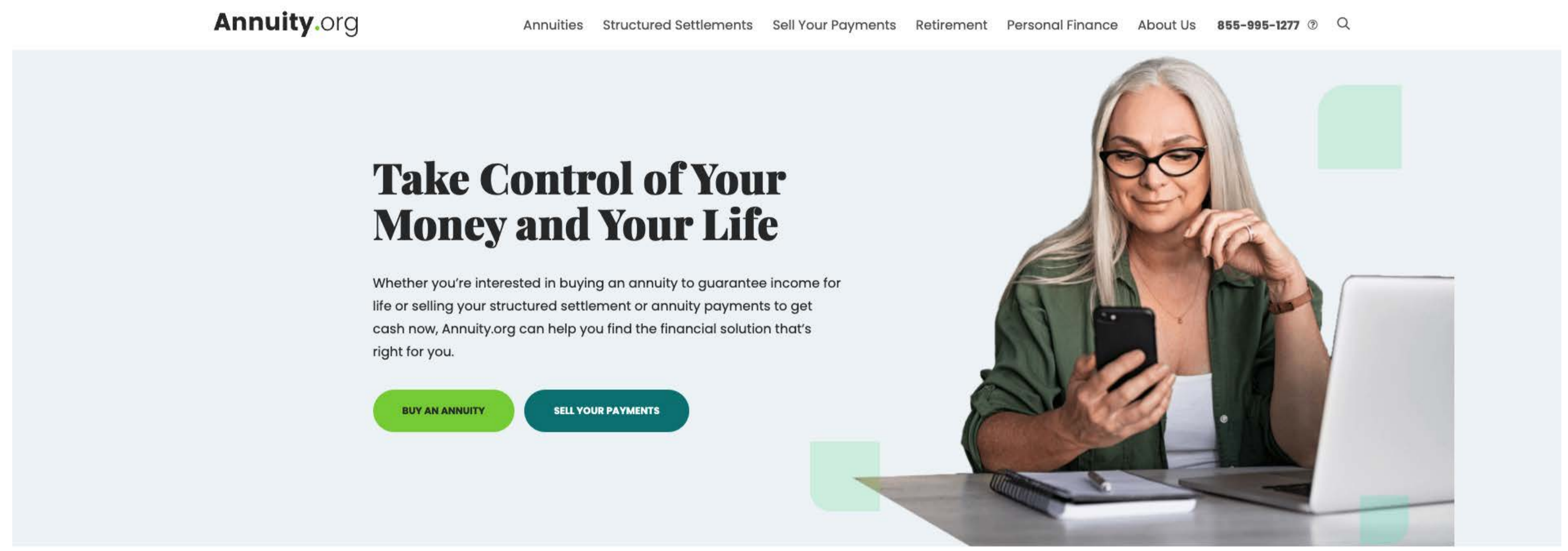
The top menu navigation for Annuity.org required an update, especially since the team decided to add a new top tier section to the menu. As the designer, I worked with marketing and our development team to craft better a solution.

RESEARCH

Identifying UX Concerns + Potential Solutions

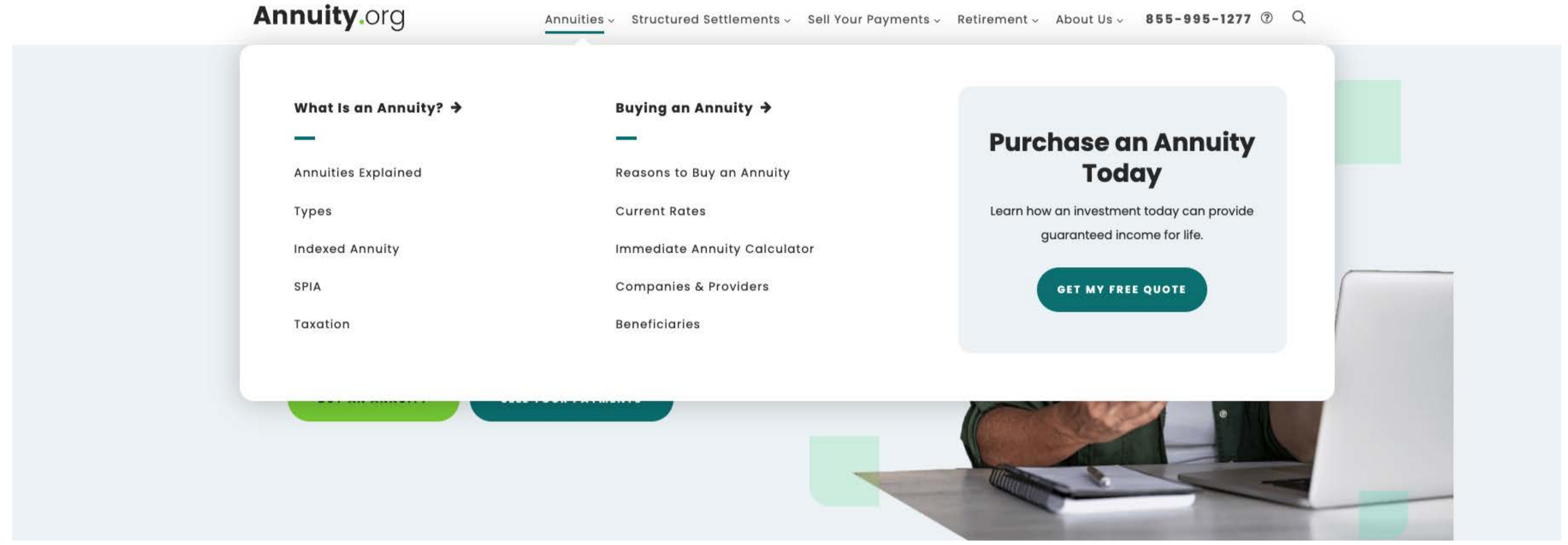
Navbar

- Code inspector version of current header
- Reduce spacing between items
- Widen nav container
- Make font size slightly smaller (14px vs 16px)?
- Mobile Layout needs improvement



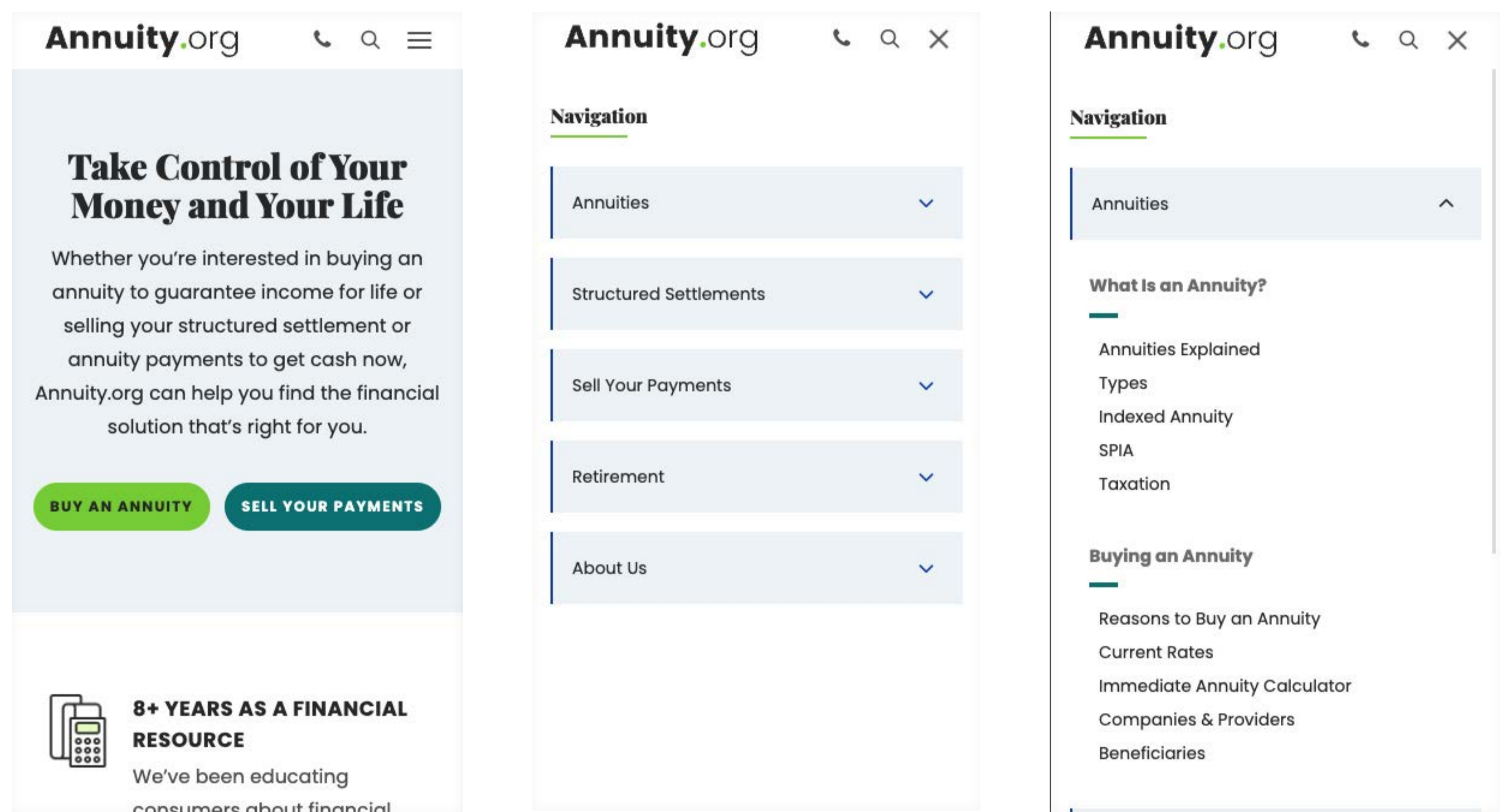
Header Menu

- CTA can stand out better and not take up as much space
- Possibly make the menu full width to increase space
- Get rid of top drop shadow



Mobile

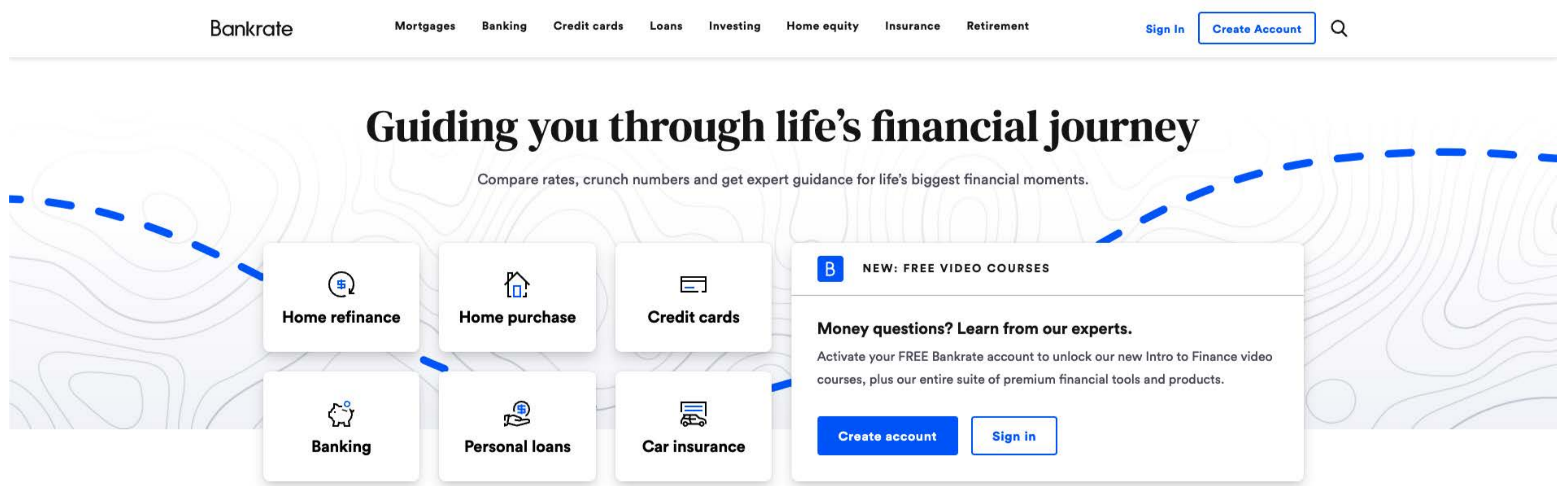
- Should find some way to integrate CTAs
- Reduce spacing between items
- Modernize design
- Get rid of "Navigation" label



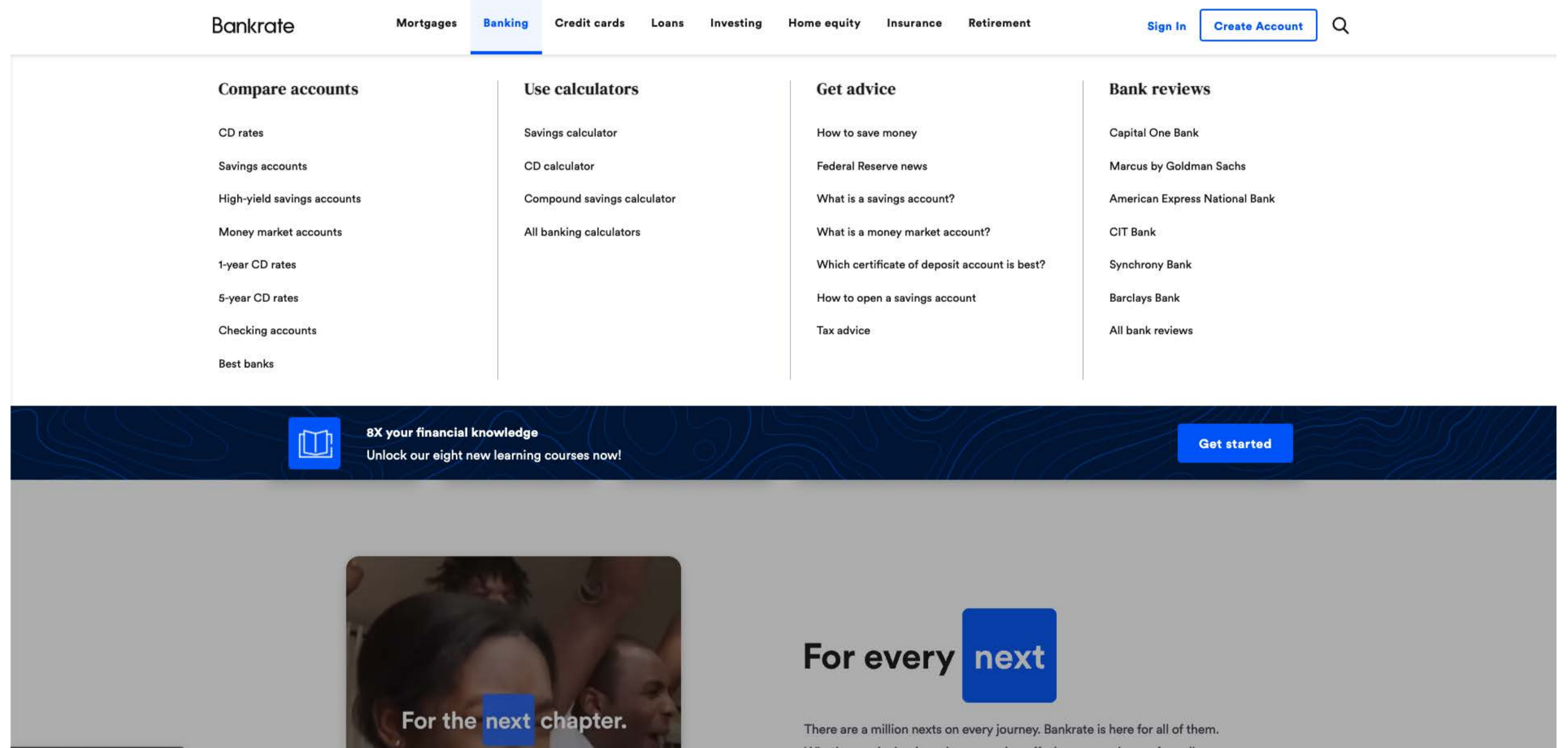
RESEARCH

Competitor Analysis

- Places links in the center to create more space
- Phone Number and Search can fit on the right side



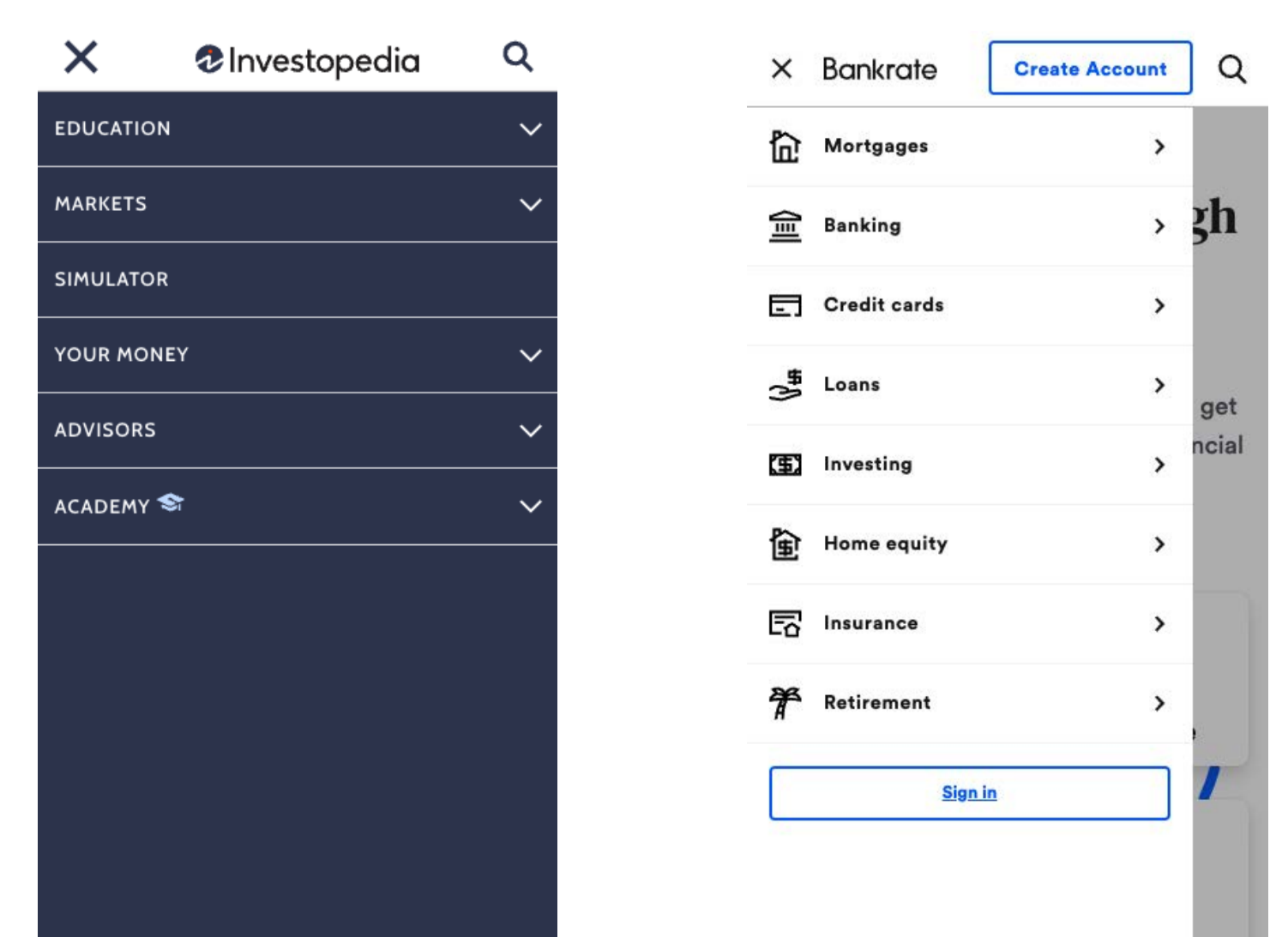
- Organized link layout
- Long CTA with different color that stands out, emphasis on iconography
- Rest of page is darkened to bring more attention to header info
- Nice hover effect over the selected link



- Dark background on header
- Maybe for AN, this can be grey



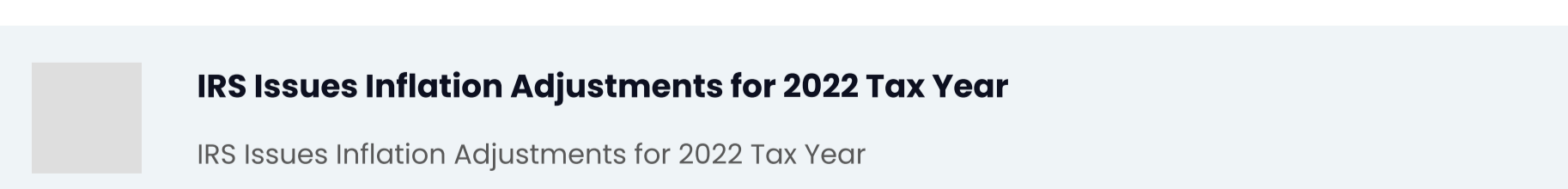
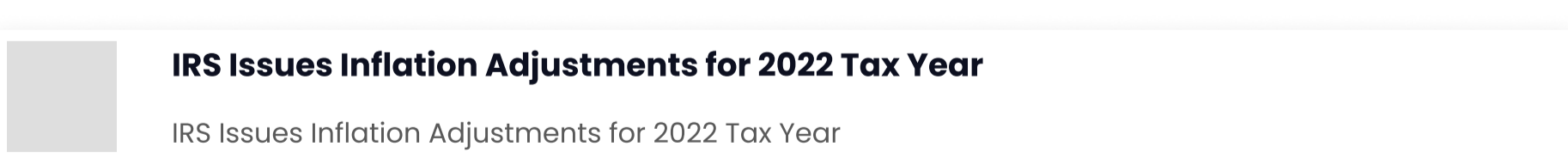
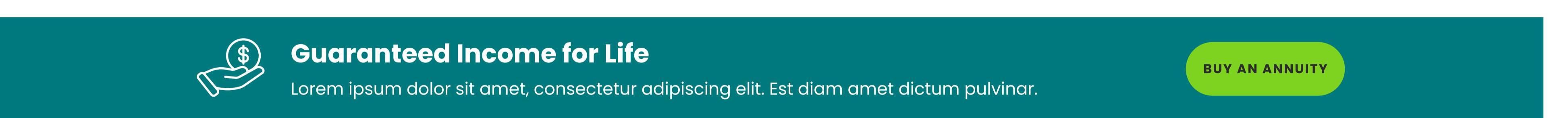
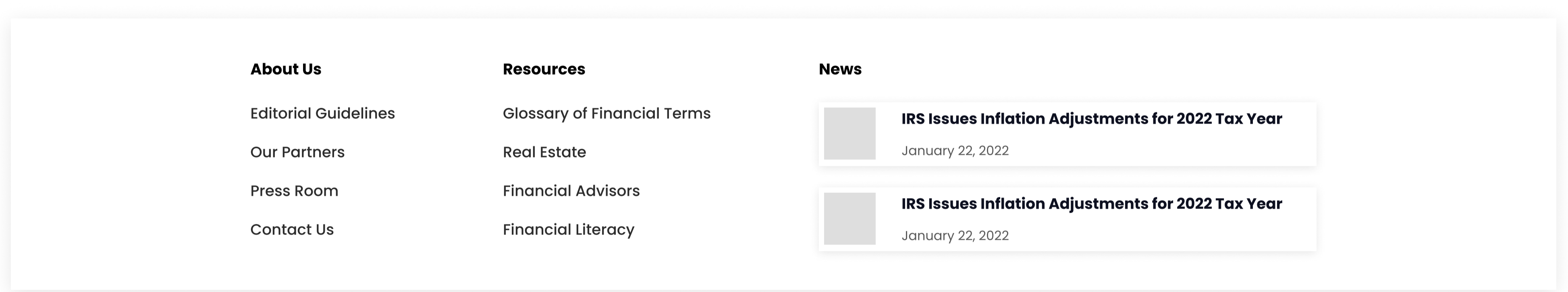
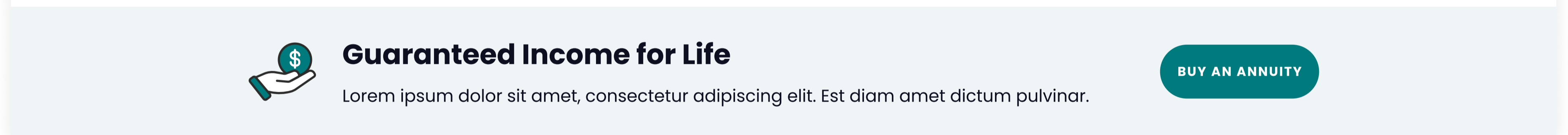
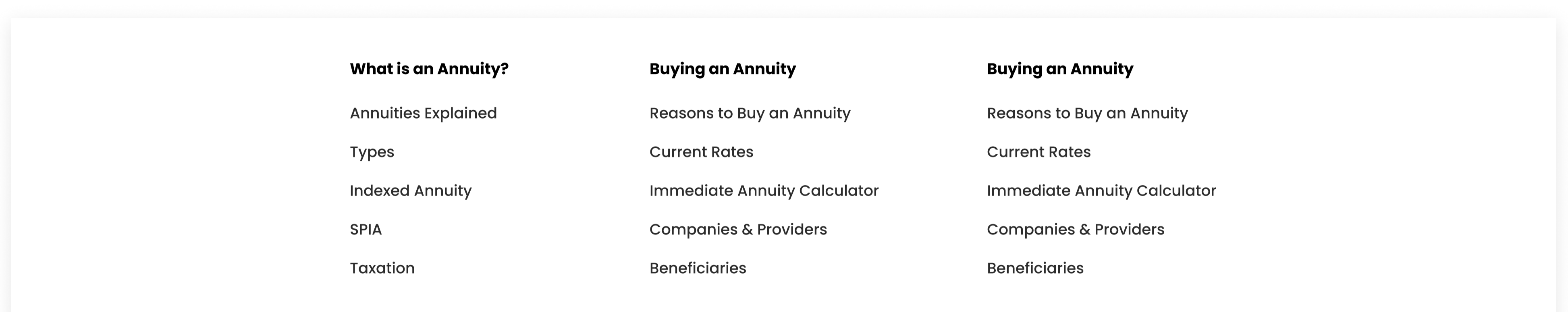
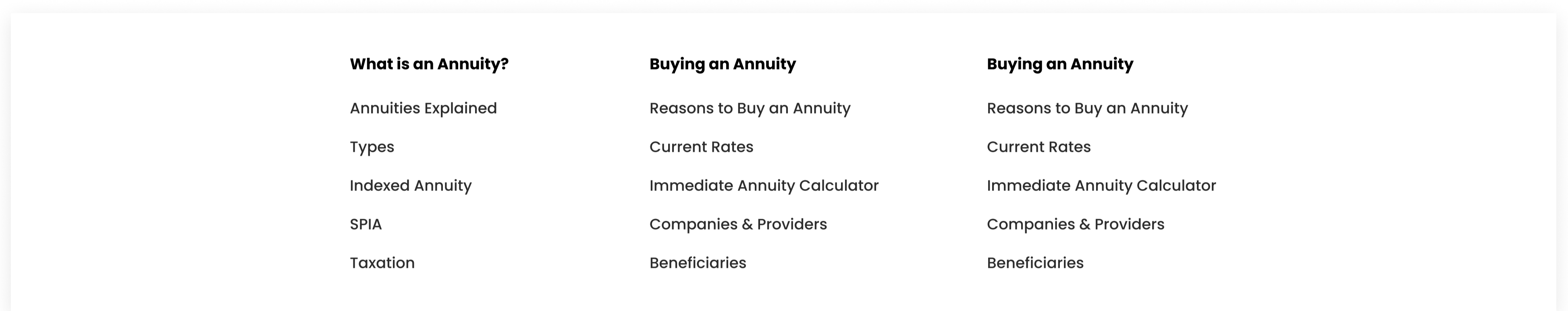
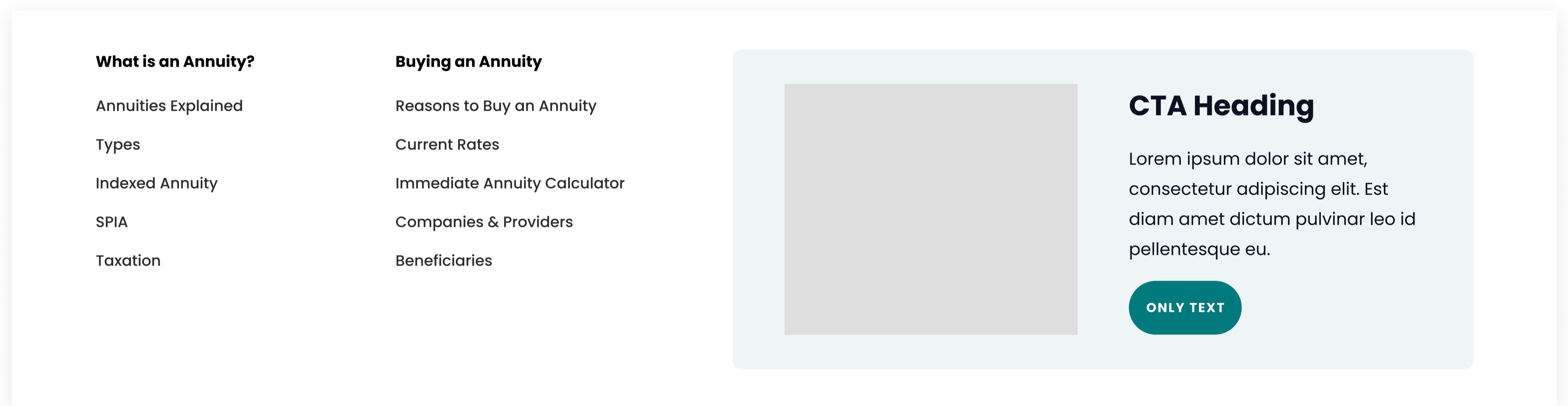
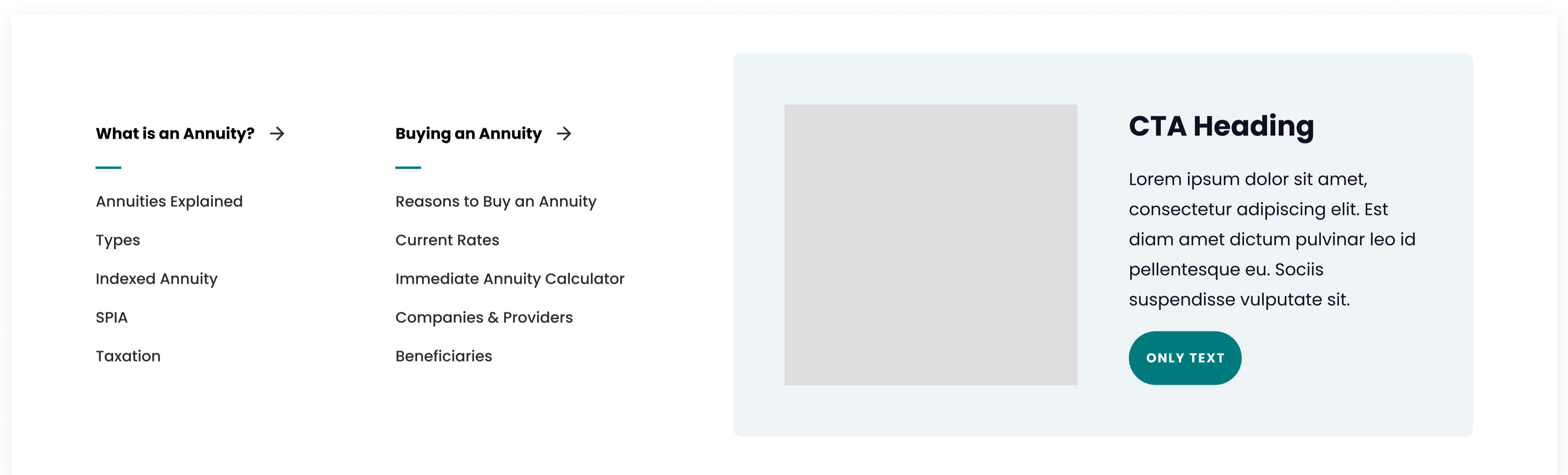
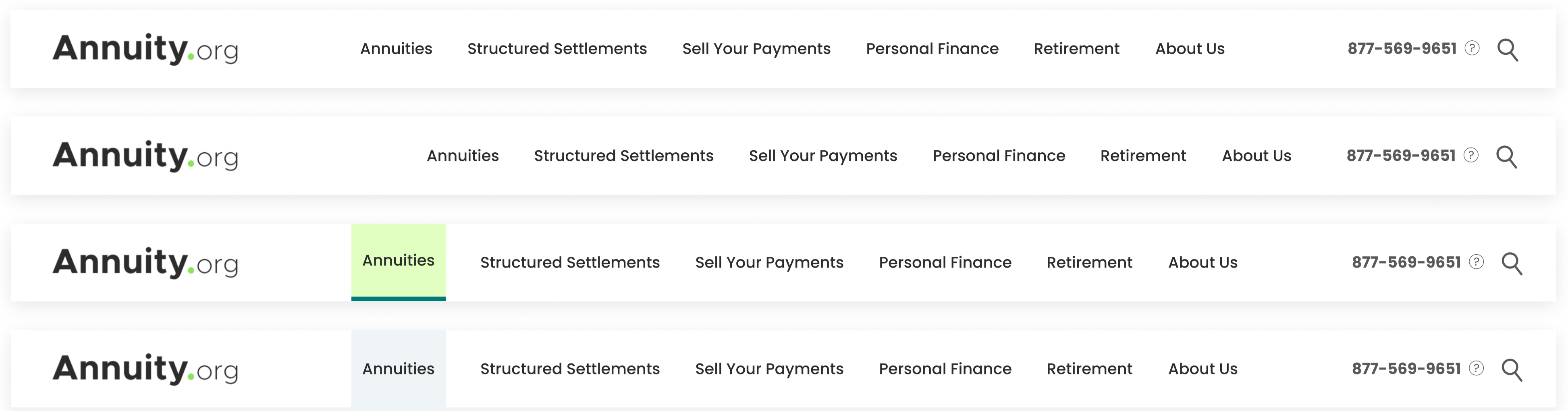
- Prefer a full-coverage mobile menu layout
- Icons for parent pages would be nice for a mobile experience



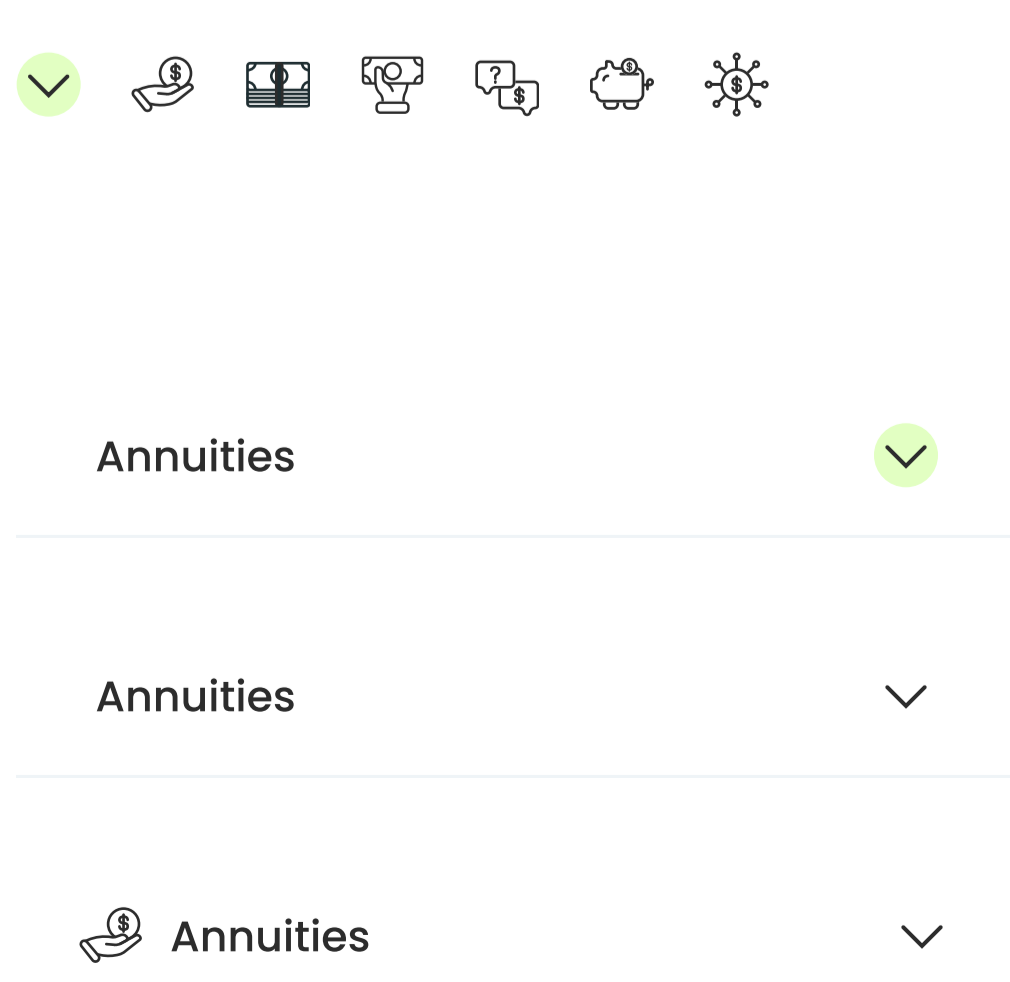
Designing New Header Bar and Menu Options

I created local components in Figma of my design ideas so I could properly test different options in mockups. These options explored variations for the header nav bar, the nav menus, and mobile menu options.

Desktop



Mobile

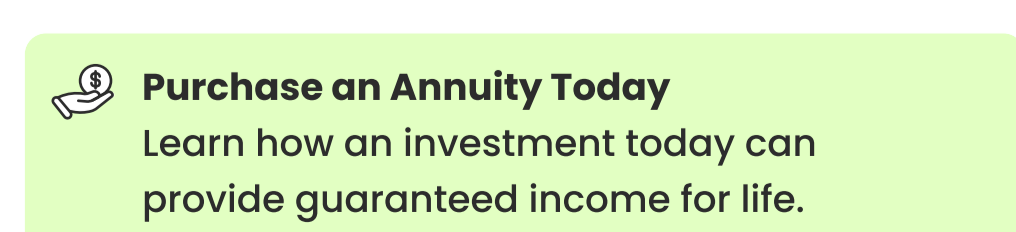
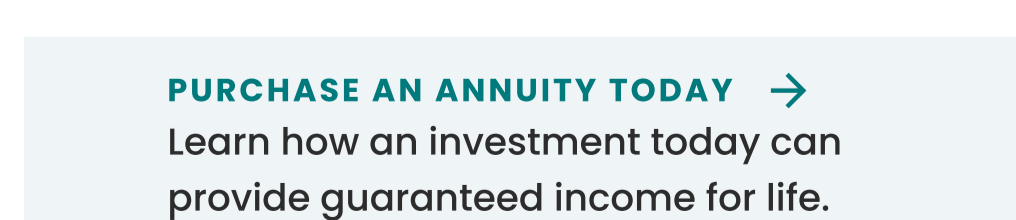


What is an Annuity?

- Annuities Explained
- Types
- Indexed Annuity
- SPIA
- Taxation

Buying an Annuity

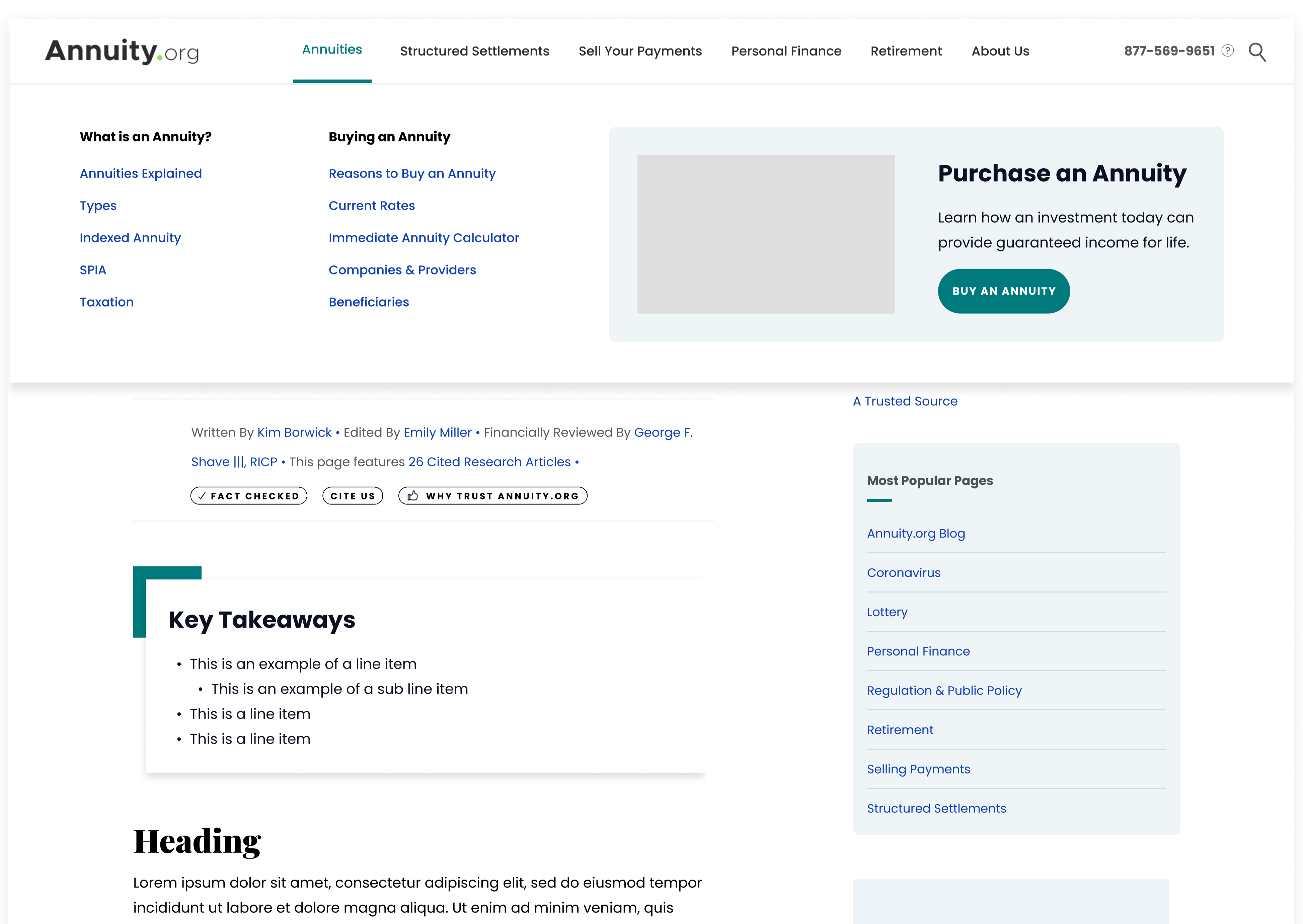
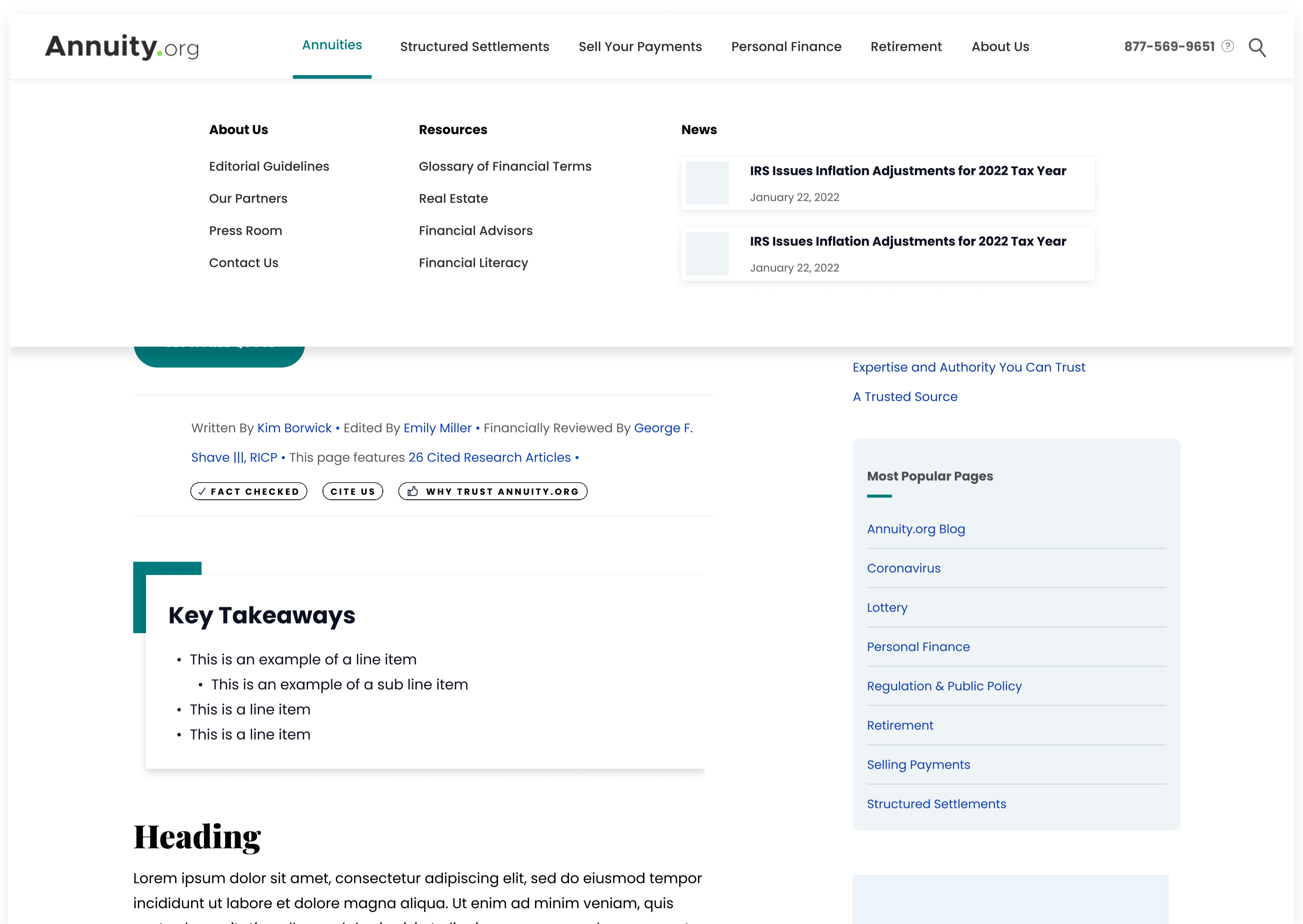
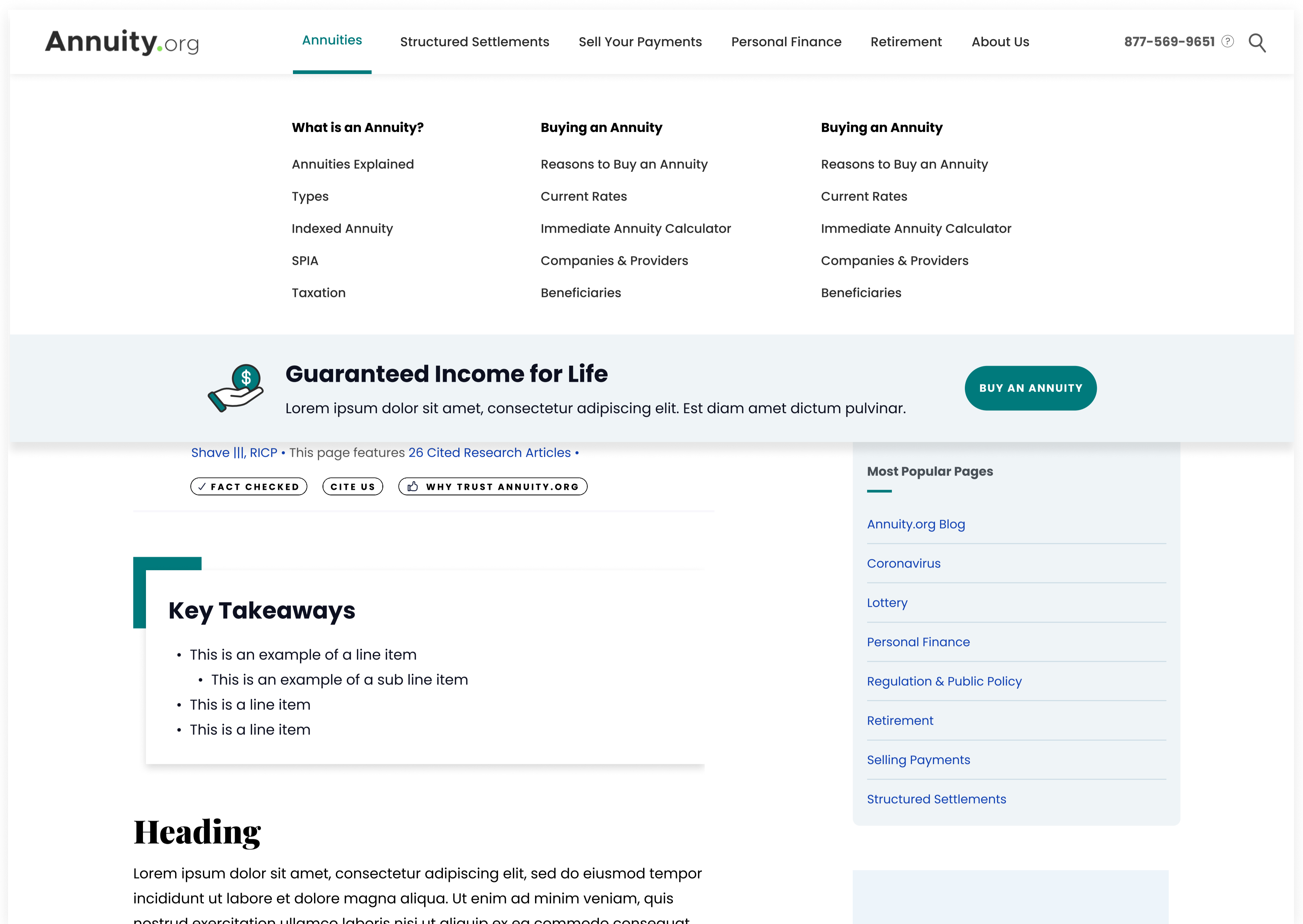
- Reasons to Buy an Annuity
- Current Rates
- Immediate Annuity Calculator
- Companies & Providers
- Beneficiaries



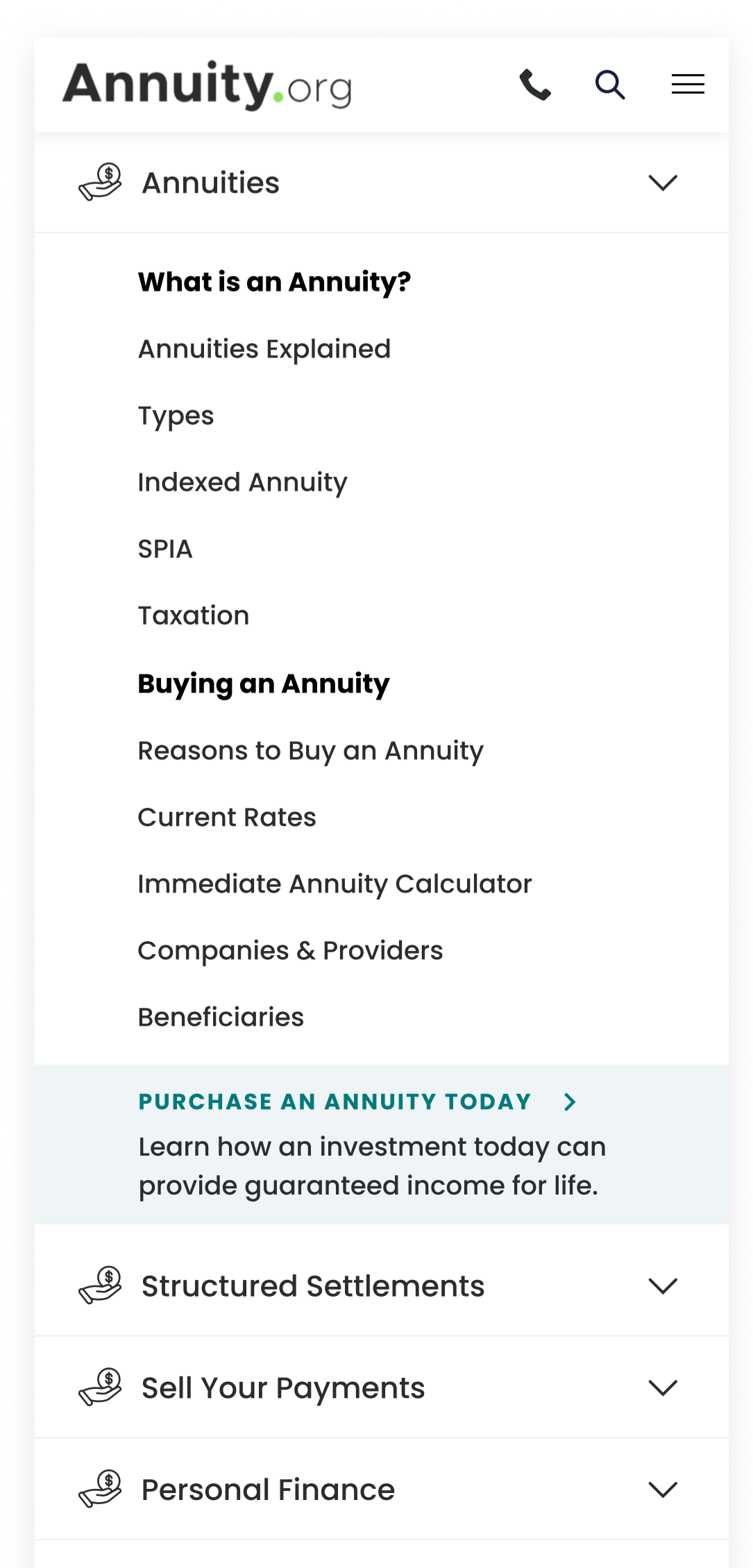
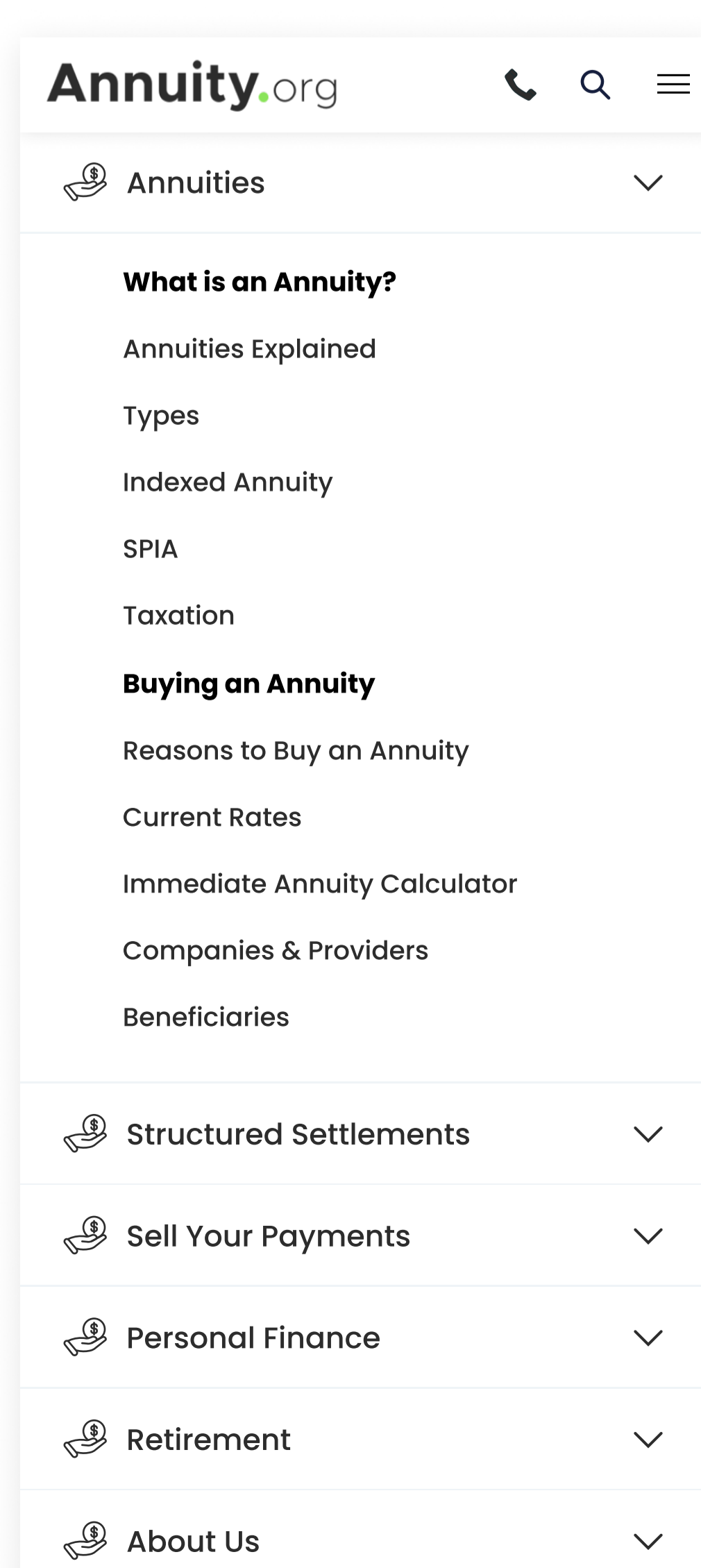
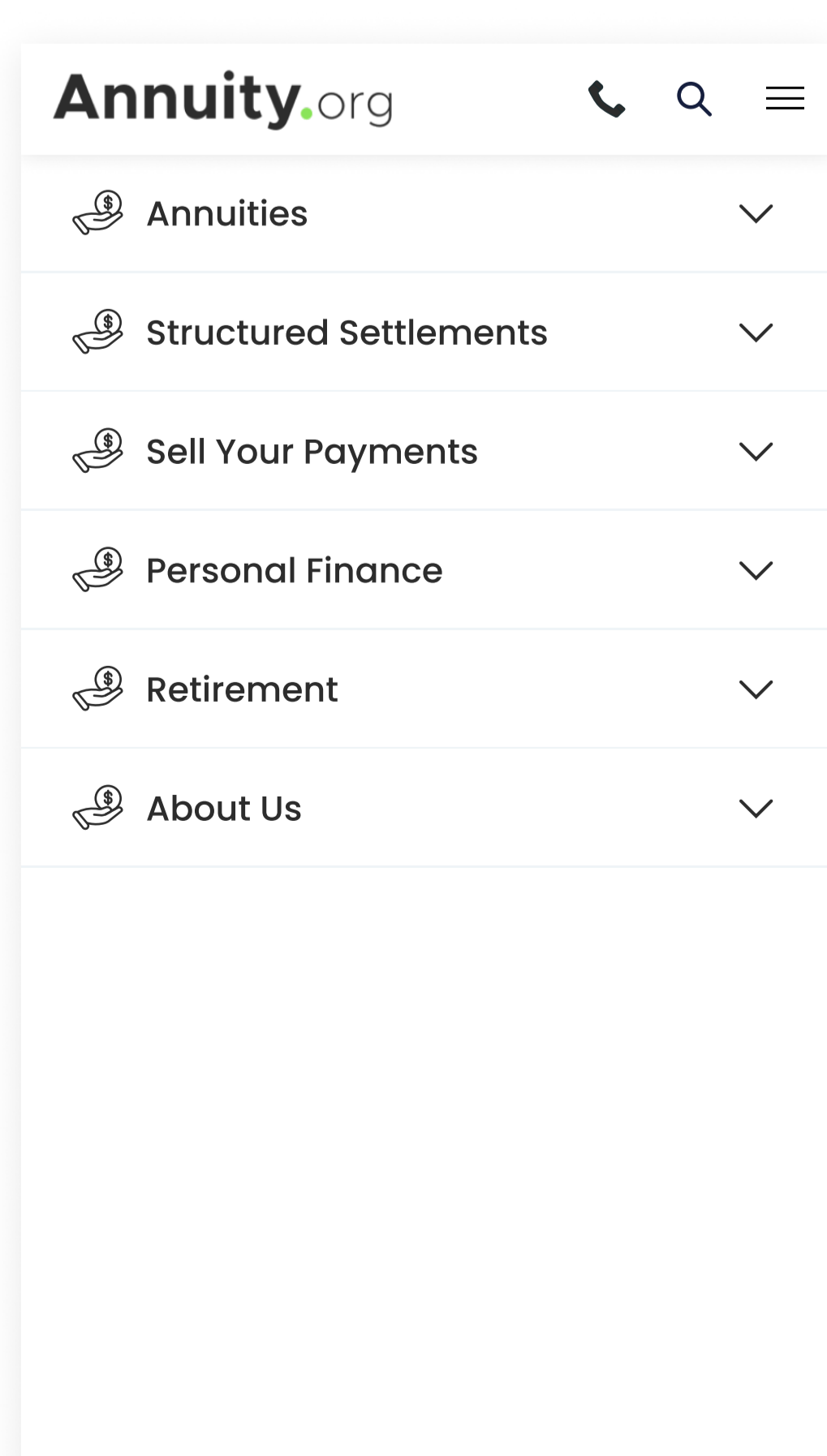
High Fidelity Mockups of Navigation Bar + Menu

Once local components were created, I was able to prototype the designs using a template from our design system. I switched the components out as variants to test how each style appeared for desktop and mobile.

Desktop



Mobile

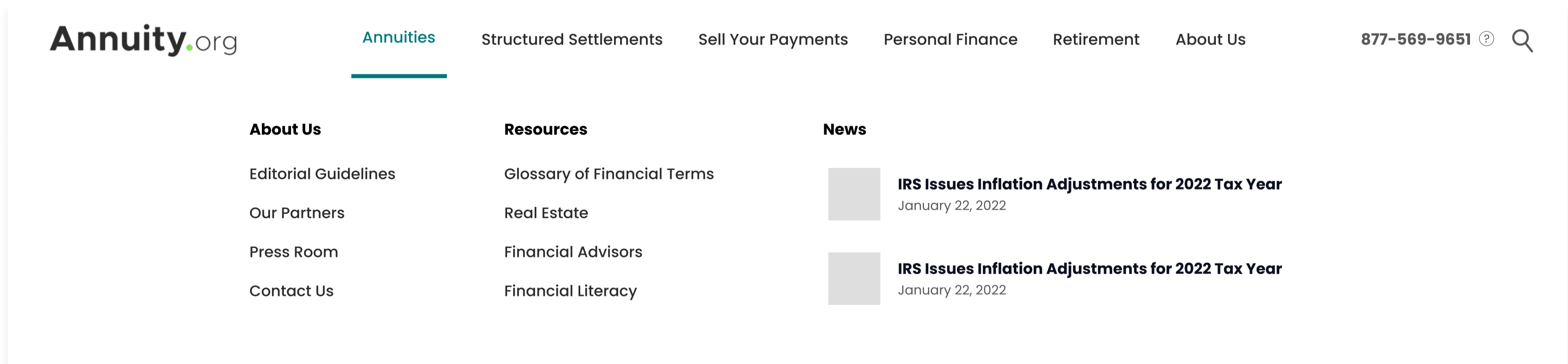
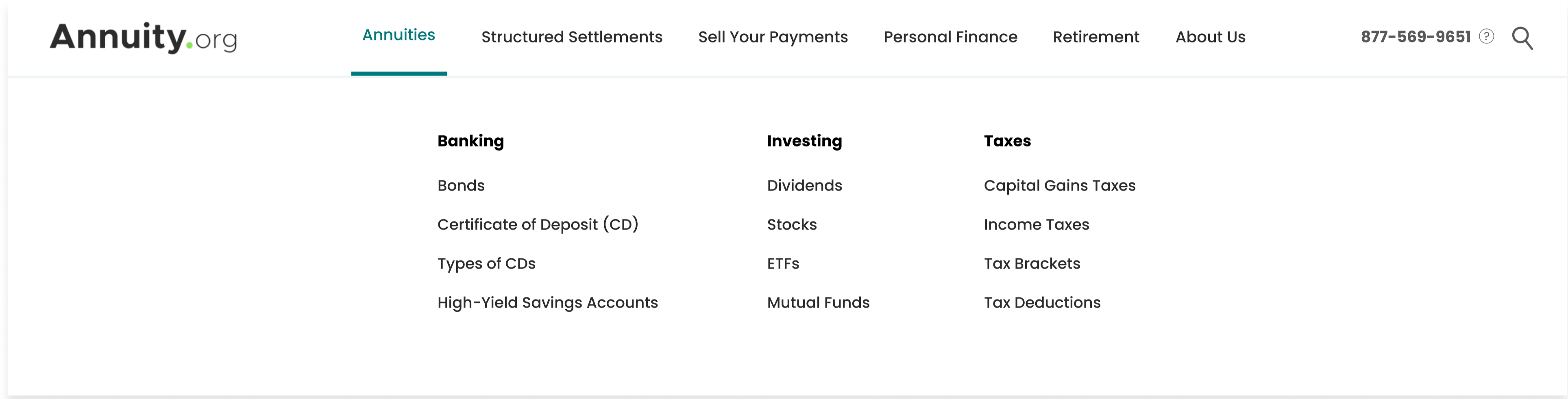
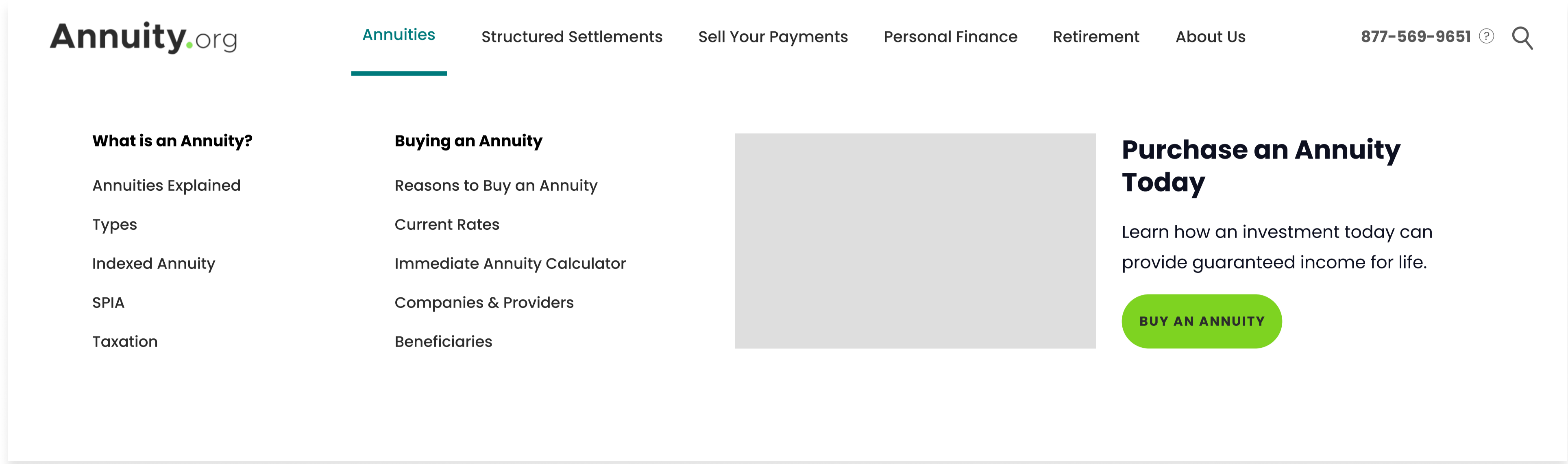


Proposing New CTA Idea + CRO Team Discussion

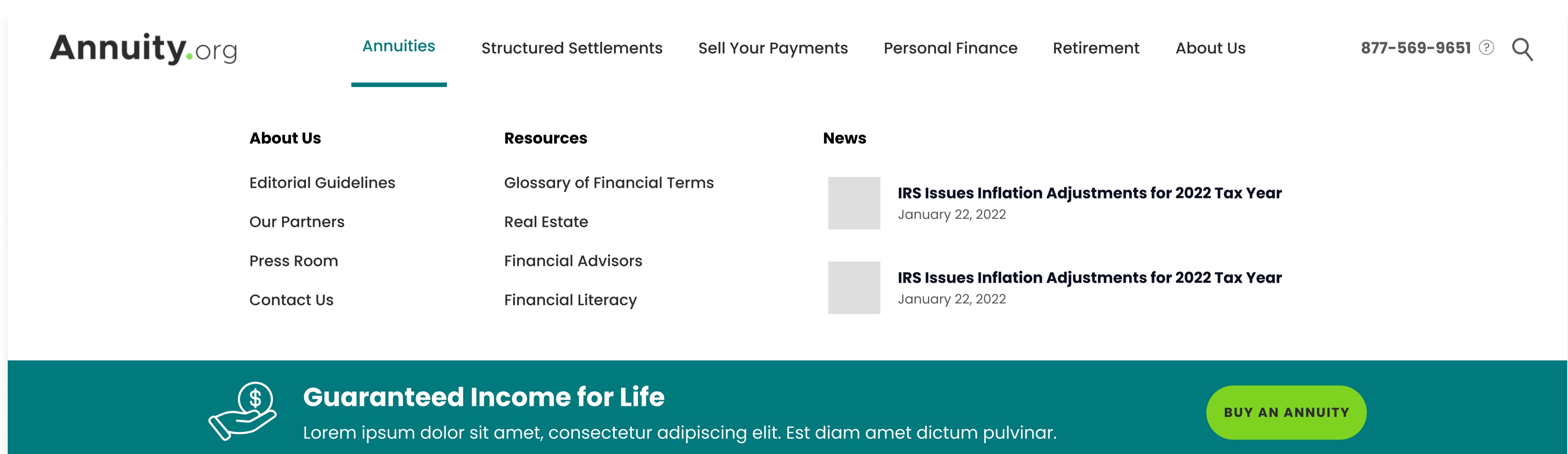
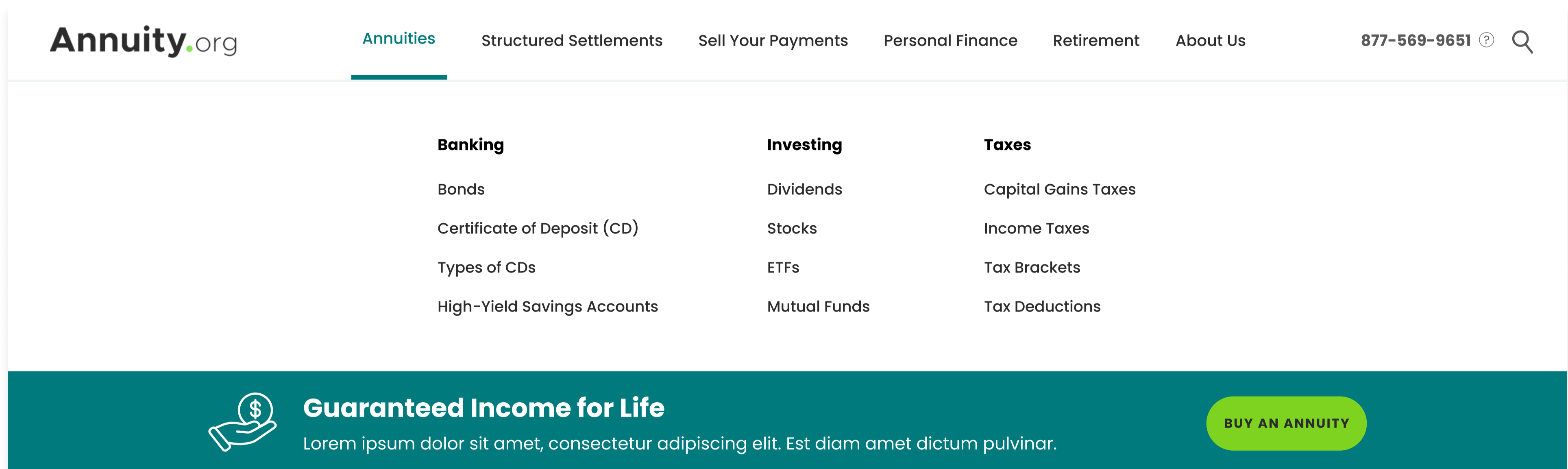
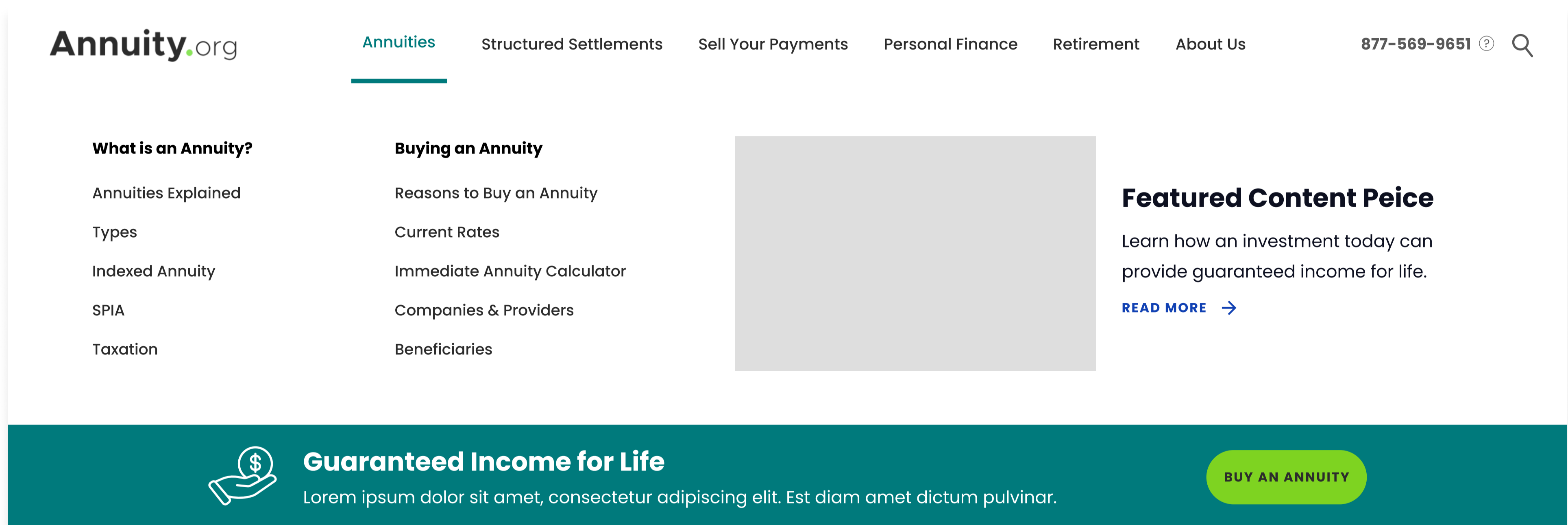
The prototypes were displayed in a meeting between marketing and design. I proposed potential design outcomes, including the navigation bar CTA that I wanted to use to push conversion in the navigation menu. This CTA style would provide space for us to promote landers for our various service offerings, while still allowing us to promote featured content.

While marketing liked the idea of having this additional CTA, we decided to iterate on colors and styles, to ensure these CTAs didn't clash with other pages CTAs.

Nav Menu w/ No Bar CTA



Nav Menu w/ Bar CTA



New Annuity.org Navigation Design

Once it was decided to go with the bar CTA, I finished the assets to hand-off to our developer. The file included the links required by marketing, the CTA content, and the featured content that was to be displayed in a card style on particular menus.

Desktop Menu

Annuity.org | Annuities | Structured Settlements | Sell Your Payments | Personal Finance | Retirement | About Us | 877-569-9651

- What is an Annuity?**
 - Annuities Explained
 - Types
 - Indexed Annuity
 - SPIA
 - Taxation
- Buying an Annuity**
 - Reasons to Buy an Annuity
 - Current Rates
 - Immediate Annuity Calculator
 - Companies & Providers
 - Beneficiaries

Featured Content Piece
Learn how an investment today can provide guaranteed income for life.
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Guaranteed Income for Life
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Est diam amet dictum pulvinar.
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- What is a Structured Settlement?**
 - How They Work?
 - Payout Options
 - Pre-Settlement Funding
 - Settlements for Minors
- Sell My Structured Settlements**
 - Getting Court Approval
 - Settlement Loans
 - Structured Settlement Calculator

A Guide to Selling Your Structured Settlement Payments
Learn how an investment today can provide guaranteed income for life.
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Sell Your Structured Settlement Payments Now
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Est diam amet dictum pulvinar.
[SELL YOUR PAYMENTS](#)

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- Selling My Payments**
 - The Selling Process
 - Reasons to Sell
 - Selling for Retirement
 - Companies & Buyers
 - FAQs
- Cash Out**
 - Partial vs. Lump Sum Sales
 - Withdrawing vs. Selling
 - Surrender Charges
 - Selling Lottery Payments
 - Selling Mortgage Notes

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Sell Your Payments Today
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- Banking**
 - Bonds
 - Certificate of Deposit (CD)
 - Types of CDs
 - High-Yield Savings Accounts
- Investing**
 - Dividends
 - Stocks
 - ETFs
 - Mutual Funds
- Taxes**
 - Capital Gains Taxes
 - Income Taxes
 - Tax Brackets
 - Tax Deductions

Your Roadmap to Financial Wellness
A few simple steps used to be enough to control financial stress, but COVID and student loan debt are forcing people to take new routes to financial wellness.
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- Retirement**
 - Required Minimum Distribution
 - IRA or 401(k) Rollover
 - The Four Percent Rule
 - Social Security Retirement Benefits
- Planning for Retirement**
 - Life Expectancy Calculator
 - Health Care Costs
 - Retirement Lifestyle
 - Retirement Risks
 - Estate Planning

Running Out of Money in Retirement: What's the Risk?
Learn how an investment today can provide guaranteed income for life.
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 - Real Estate
 - Financial Advisors
 - Financial Literacy
- News**
 - IRS Issues Inflation Adjustments for 2022 Tax Year**
January 22, 2022
 - IRS Issues Inflation Adjustments for 2022 Tax Year**
January 22, 2022

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Mobile Menu

Annuity.org | Phone | Search | Menu

- Annuities
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- [PURCHASE AN ANNUITY TODAY →](#)
Learn how an investment today can provide guaranteed income for life.
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