



Content Template

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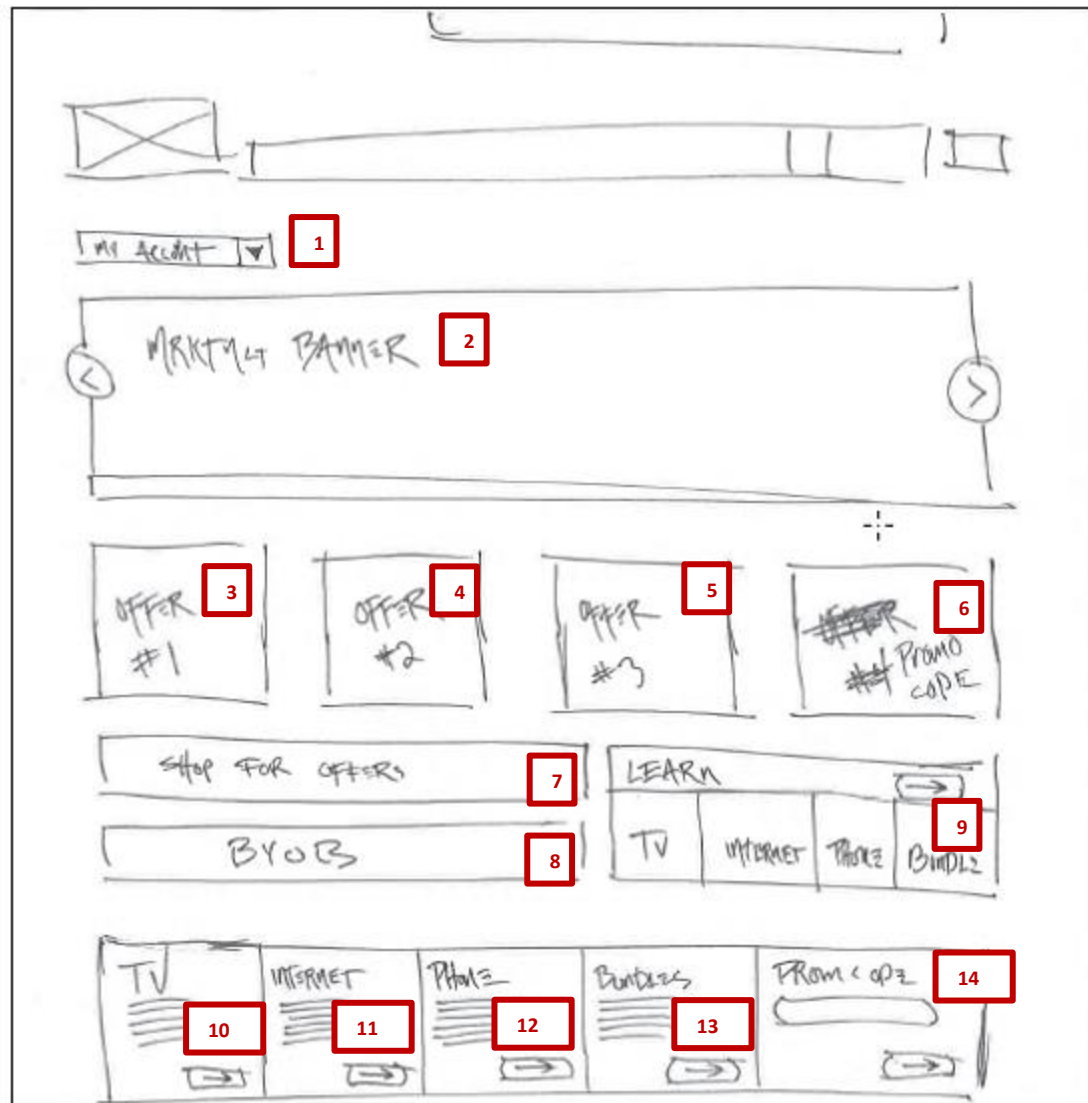
COX TECH SOLUTIONS™: GENERAL MESSAGING AND STRATEGY

Primary Message/Objective
<ol style="list-style-type: none">1. General look and feel2. Site tabs / page flow3. Improve / deploy SEO tactics4. Recommendation engine / interactive Q & A5. eCommerce offering6. Live chat7. "About Us" page8. Improved links / promotion / alignment within Cox.com9. Enhanced analytics10. Ability to render on a mobile device / tablet
Audiences:
Customers and prospects, novice and new computer users. Content should be clear and non-technical
Audience-Specific Messaging:
n/a
Success Indicators
<ol style="list-style-type: none">1. Increased customer education / awareness2. Increased sales3. Increased promotion of PC Health Check application4. Faster page load5. Improved SEO
Legal Impacts
Guaranteed Service statements and eComm
Style & Tone Notes
Content should be clear and non-technical <ul style="list-style-type: none">○ How Can We Help?○ Here is what services we provide



COX TECH SOLUTIONS™: GENERAL MESSAGING AND STRATEGY

Pages / Scope
<ul style="list-style-type: none">• Cox Tech Solutions Landing<ul style="list-style-type: none">○ Standard Landing• Overview<ul style="list-style-type: none">○ Standard Product Marketing○ Features• Plans<ul style="list-style-type: none">○ Standard Product Marketing• Fix it one time<ul style="list-style-type: none">○ Standard Product Marketing• Services Landing<ul style="list-style-type: none">○ Standard Landing• Advisor<ul style="list-style-type: none">○ Standard Product Marketing• Troubleshooter<ul style="list-style-type: none">○ Standard Product Marketing• PC Tune-up<ul style="list-style-type: none">○ Standard Product Marketing• Home Networking<ul style="list-style-type: none">○ Standard Product Marketing• Getting Started<ul style="list-style-type: none">○ Standard Product Marketing○ Features (Optional)
Internal References: www.coxtechsolutions.com/
External References: HTTPS://SIGNATURESUPPORT.XFINITY.COM/ HTTP://WWW.GEEKSQUAD.COM/SERVICES/COMPUTERS-NETWORKING/



Page Block	Widget Name	Channel/Content Type	Content Guidelines
1			
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14			



COX TECH SOLUTIONS LANDING - I

The screenshot shows the COX Tech Solutions Landing page. At the top, there is a navigation bar with links for Sign In, Register, Cox Centers, Cart Empty, Order Now, and location information (In Roanoke, VA 24011). Below this is a search bar with the COX logo and the tagline "your friend in the digital world". The main navigation menu includes links for Residential, TV, Internet, Phone, Home Security, Bundles, and Smart. A breadcrumb trail shows "You are here: Residential Home > Home Security". The main content area features a large hero section for "Home Protection. Life Connection." with a sub-headline "Our certified monitors safeguard your family around the clock." Below this are four columns of content: "Home Security Services", "Equipment", "Innovative Features", and "Let's Talk". A "Helpful Links" sidebar is on the right. At the bottom, there are four columns of service highlights: "View your system online", "Try Cox Home Security", "Security built for you", and "Access your Cox bill". A footer section contains "Company Information", "Other Businesses", and "Website Information".

Page Block	Widget Name	Required Elements	Content Guidelines
1	Main Navigation	Link	<p>Note: This navigation will change early April. The sub-nav and primary nav relationship will stay the same.</p> <p>Copy Focus: Tech Solutions</p> <ul style="list-style-type: none"> • Within Internet Section • Inherits internet properties such as color, icon style, template styles • Leads to Landing Page <ul style="list-style-type: none"> ○ Page is a gateway into Cox Tech Solutions content ○ Uses Rotators primary visual engagement ○ Rotator tiles provide alternate navigation, bolder ○ Standard promos visual engaged offers links to funnel users into important information
2	Sub-Navigation	Link	<p>Copy Focus: Subscription Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ○ Focuses on the benefits of having a subscription ○ Note: Do we need an overview page that describes the benefits of the product overall? ○ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
3	Sub-Navigation	Link	<p>Copy Focus: One Time Services</p> <ul style="list-style-type: none"> • Leads to Landing Page <ul style="list-style-type: none"> ○ Page is a gateway into One Time Services content ○ Uses Rotators primary visual engagement ○ Rotator tiles provide alternate navigation, bolder <p>Standard promos visual engaged offers links to funnel users into important information</p>
4	Sub-Navigation	Link	<p>Copy Focus: One Time Services - Advisor page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ○ Focuses on the benefits of the Advisor ○ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
5	Sub-Navigation	Link	<p>Copy Focus: One Time Services – Troubleshooter page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ○ Focuses on the benefits of the Troubleshooter ○ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
6	Sub-Navigation	Link	<p>Copy Focus: One Time Services – PC Tune-up page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ○ Focuses on the benefits of the PC Tune-up ○ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
7	Sub-Navigation	Link	<p>Copy Focus: One Time Services – Home Networking page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ○ Focuses on the benefits of the Home Networking ○ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>



Cox Tech Solutions Landing - II

The screenshot shows the Cox Tech Solutions Landing page. The top navigation bar includes links for Sign In, Register, Cox Centers, Cart Empty, Order Now, and location information (Roanoke, VA 24011). A search bar is present with a Google logo and a search button. The main navigation menu includes Residential, Internet, Phone, Home Security, Bundles, and My Connection. The page content is divided into several sections: a large hero section for Home Protection, a section for Home Security Services, a section for Home Security Equipment, a section for Innovative Features, a section for Let's Talk, and a section for Home Security Questions. The footer contains Company Information, Other Businesses, and Website Information.

Page Block	Widget Name	Required Elements	Content Guidelines
8	Breadcrumbs	Page-Properties/Link	Visual indicator of current page
9	Rotator	Link/copy/4 rotator images	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> (Potential) page overview 1 image/rotator Sign-in to app page Subscription Service Single Service One or two services below refreshed periodically <ul style="list-style-type: none"> Advisor (refreshed periodically) 1 image/rotator Troubleshooter (refreshed periodically) 1 image/rotator PC Tune-up (refreshed periodically) 1 image/rotator Home Networking (refreshed periodically) 1 image/rotator Getting Started
10	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> (Potential) page overview
11	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Sign-in to app page
12	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Subscription Service
13	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Single Service
13a	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Getting Started
14	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Sign In
15	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Most frequently asked questions (customer care)
16	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Getting Started (Request a call)
17	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Access your Cox bill
18	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
19	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
20	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
21	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images



Cox Tech Solutions Landing - III

Sign In Register Cox Centers A.A.A. Cart Empty Order Now Im in Roanoke, VA 24011

COX your friend in the digital world

Search Cox or the web

Residential TV Internet Phone Home Security Bundles Smart My Connection View/Pay Bill Help/Support About Us Business

You are here: Residential Home >

Home Protection. Life Connection.

Our certified monitors safeguard your family around the clock

Let's talk.

Helpful Links

- Portal Sign In
- Security Support
- Home Security User Guide
- Ordinance and Permit Documents
- How to Manage Your Account with the Subscriber Portal
- Troubleshooting Connection Problems
- How to Check the Status of Your Security System

Home Security Services

Revolutionizing home security

Get home security 2.0

Equipment

Today's most advanced security equipment

View our equipment

Innovative Features

Keep your home and family members safe

See our top features

Let's Talk

We'll help you build a security system to suit your needs

Get started

View your system online

Sign in to access and manage your system

Sign in now

Try Cox Home Security

Experience the home security system out with this demo

Try it now

Security built for you

We'll give you a call to discuss your security needs

Request a call

Access your Cox bill

Check recent account activity or pay your balance

Sign in now

Control your security system...

Control your system from anywhere

Keep your equipment

Save with a Takeover Upgrade

You've got home security questions

Get support when you need it

Home Security you can see

Security you can see

Home Security is available to residential consumers in select Cox markets. Service not available in all areas of a market. Prices may require a 3-year monthly service contract and subscription to Cox TV, Internet and/or phone service. For remote usage, a compatible PC, smartphone or tablet with Internet and/or email access required. Charges for mobile or PC device and usage are not included and must be purchased separately. A high speed Internet connection is required for home security and is not included in the service pricing. A higher speed Internet connection may be recommended for video monitoring to ensure optimal performance. Applicable monthly service charges, installation, additional equipment taxes, trip charges, and other fees may apply. All prices and packages are subject to change. Month-to-month and home security service only pricing available. Subject to credit approval. Other restrictions may apply. Local ordinances may require an alarm user permit. Service provided by Cox Advanced Services Arizona, LLC - No. P12-1332; Cox Advanced Services California, LLC - License No. 7198; Cox Advanced Services Connecticut, LLC - License No. N/A; Cox Advanced Services Ohio, LLC - License No. 53-19-1871; Cox Advanced Services Oklahoma, LLC - License No. 2002; Cox Advanced Services Rhode Island, LLC - License No. 9314; Cox Advanced Services Virginia, LLC - License No. 11-7778.

Company Information

- Our Story
- Newsroom
- Careers
- Take Charge!

Other Businesses

- Diversity
- In The Community
- Investor Relations
- Contact Us

Website Information

- Cox Media
- Cox Enterprises
- Kudzu
- Policies
- Visitor Agreement
- Privacy Policy
- Business Policies

- Glossary
- Advertise with us
- About our Ads

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Page Block	Widget Name	Required Elements	Content Guidelines
22	Standard Legal	Page Properties	Legal is optional Reviewed by legal team
23	Contact Us	Link	Customers can contact through form? Through eCommerce form?
24	Helpful Links	Links/support links	Support articles?

Product Overview (new page suggestion)

The screenshot shows a website page for 'Home Security Services'. The page is annotated with red boxes and numbers 1 through 24, highlighting various elements for analysis. The layout includes a header, a main content area with text and images, a comparison table, a grid of four service benefits, and a footer with company information.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Feature
3	Title	Copy	Copy Focus: Cox Tech Solutions general title
4	Sub-title	Copy	Copy Focus: supports title, relevant to customer
5	Intro/overview	Copy	Copy Focus: Overview of Cox Tech Solutions relevant to customer
6	Icon	image	Focus: 24/7 Help Desk Online
7	Icon	image	Focus: trained techs
8	Icon	image	Focus: Diagnostics and resolution of crashes, viruses
9	Icon	image	Focus: Install and configure support of general software
	Icon	image	Focus: Configure and install external peripherals
	Icon	image	Focus: Configure troubleshoot home networks
10	Icon	image	Focus: Award winning customer service
11	Bullet	Copy	Copy Focus: 24/7 Help Desk Online
12	Bullet	Copy	Copy Focus: trained techs
13	Bullet	Copy	Copy Focus: Diagnostics and resolution of crashes, viruses
14	Bullet	Copy	Copy Focus: Install and configure support of general software
15	Bullet	Copy	Copy Focus: Configure and install external peripherals
15a	Bullet	Copy	Copy Focus: Configure troubleshoot home networks
15b	Bullet	Copy	Copy Focus: Award winning customer service
16	Product Compare	Compare copy	Copy Focus: Compare 2 subscriptions and Single Service
17	Standard Promos	Link/copy/image	See landing Grid
18	Standard Promos	Link/copy/image	See landing Grid
19	Standard Promos	Link/copy/image	See landing Grid
20	Standard Promos	Link/copy/image	See landing Grid
21	Legal	copy	See landing Grid
22	Contact Us	Link/copy/image	See landing Grid
23	Helpful Links	Link/copy	See landing Grid
24	Content promo	Link/copy/image	Will this be in eComm?
24	Content promo	Link/copy/image	Copy and link to sign-in?

Product Overview - Features (new page suggestion)

The screenshot shows a website page for Home Security Services. The page is divided into several sections, each with a numbered callout:

- 1**: Navigation tabs (Features, Services)
- 2**: Header area
- 3**: Main heading: Home Security Services Features
- 4**: Sub-heading: protect, connect and relax
- 5**: Text: How it works: For home, for life, for certain
- 6**: Text: Welcome to a security system that goes far beyond home security
- 7**: Text: In a company trusted by millions
- 8**: Text: Advanced Features – home security reinvented
- 9**: Text: Security you can see
- 10**: Text: Home control at your fingertips
- 11**: Text: Which option suits you? (Table)
- 12**: Text: See the advantage of home security from Cox
- 13**: Text: Control your system from anywhere
- 14**: Text: Get support when you need it
- 15**: Text: Save with a Takeover Upgrade
- 16**: Text: Let's talk. (Yellow callout box)
- 17**: Text: Helpful Links (List of links)
- 18**: Text: Rates starting at \$29.99 per month
- 19**: Text: Demo: Home Security

Table 11: Which option suits you?

Which option suits you?	Preferred	Essential
Rates starting at...	\$39.99/mo	\$29.99/mo
Installation starting at...	\$99	\$99
24/7 monitoring with cellular backup	✓	✓
Remote access/control of system	✓	✓

Table 15: Footer Links

Company Information	Other Businesses	Website Information
Our Story	Cox Media	Policies
Newsroom	Cox Enterprises	Visitor Agreement
Careers	Kudzu	Privacy Policy
Take Charge!		Business Policies
Diversity		Glossary
In The Community		Advertise with us
Investor Relations		About our Ads
Contact Us		

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Feature
3	Title	Copy	Copy Focus: Cox Tech Solutions general title
4	Sub-title	Copy	Copy Focus: supports title, relevant to customer
5	Bullet	Copy	Copy Focus: How it works
6	Bullet	Copy	Copy Focus: Diagnostics Overview (see troubleshooter)
7	Bullet	Copy	Copy Focus: Advisor Overview
8	Bullet	Copy	Copy Focus: PC Tune-up Overview
9	Bullet	Copy	Copy Focus: Home Networking Overview
10	Product Compare	Compare copy	Copy Focus: Compare 2 subscriptions and Single Service
11	Standard Promos	Link/copy/image	See landing Grid
12	Standard Promos	Link/copy/image	See landing Grid
13	Standard Promos	Link/copy/image	See landing Grid
14	Standard Promos	Link/copy/image	See landing Grid
15	Legal	copy	See landing Grid
16	Contact Us	Link/copy/image	See landing Grid
17	Helpful Links	Link/copy	See landing Grid
18	Content promo	Link/copy/image	Will this be in eComm?
19	Content promo	Link/copy/image	Copy and link to sign-in?



Subscription Service (plans) Overview

The screenshot shows the 'Home Security Services' page with 25 numbered callouts:

- 1: Navigation tabs
- 2: Navigation tabs
- 3: Navigation tabs
- 4: Navigation tabs
- 5: Introductory text
- 6: Image of a smartphone
- 7: Image of a smartphone
- 8: Image of a smartphone
- 9: Image of a smartphone
- 10: Image of a smartphone
- 11: Text describing service features
- 12: Text describing service features
- 13: Text describing service features
- 14: Text describing service features
- 15: Text describing service features
- 16: Comparison table for service plans
- 17: Promotional banner: Reliability and top service
- 18: Promotional banner: Arm your security system
- 19: Promotional banner: You've got home security questions
- 20: Promotional banner: Keep your equipment
- 21: Footer text and legal disclaimer
- 22: Contact Us link
- 23: Helpful Links widget
- 24: Content promo
- 25: Content promo

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Single Service
3	Title	Copy	Copy Focus: Subscription Service title – Value: Available to customer 24/7 without charge per service
4	Sub-title	Copy	Copy Focus: supports title, relevant to customer
5	Intro/overview	Copy	Copy Focus: Overview of Subscription Service – Value: Available to customer 24/7 without charge per service - relevant to customer
6	Icon	image	Focus: 24/7 Help Desk Online with subscription
7	Icon	image	Focus: Diagnostics and resolution of crashes, viruses with subscription
8	Icon	image	Focus: Install and configure support of general software with subscription
9	Icon	image	Focus: Configure and install external peripherals with subscription
10	Icon	image	Focus: Configure troubleshoot home networks with subscription
10a	Icon	image	Focus: Award winning customer service with subscription
11	Bullet	Copy	Focus: 24/7 Help Desk Online with subscription
12	Bullet	Copy	Copy Focus: Diagnostics and resolution of crashes, viruses with subscription
13	Bullet	Copy	Copy Focus: Install and configure support of general software with subscription
14	Bullet	Copy	Copy Focus: Configure and install external peripherals with subscription
15	Bullet	Copy	Copy Focus: Configure troubleshoot home networks with subscription
15a	Bullet	Copy	Copy Focus: Award winning customer service with subscription
16	Product Compare	Compare copy	Copy Focus: Compare 2 subscriptions and Single Service
17	Standard Promos	Link/copy/image	See landing Grid
18	Standard Promos	Link/copy/image	See landing Grid
19	Standard Promos	Link/copy/image	See landing Grid
20	Standard Promos	Link/copy/image	See landing Grid
21	Legal	copy	See landing Grid
22	Contact Us	Link/copy/image	See landing Grid
23	Helpful Links	Link/copy	See landing Grid
24	Content promo	Link/copy/image	Will this be in eComm?
25	Content promo	Link/copy/image	Copy and link to sign-in?



Single Service (Plans) - Overview

The screenshot shows a webpage for 'Single Service (Plans) - Overview'. It features a navigation bar at the top with tabs numbered 1 through 5. The main content area includes a large text block with images, a pricing table with columns for 'Preferred' and 'Essential' plans, and a section with four benefit cards. A footer contains 'Company Information', 'Other Businesses', and 'Website Information'.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Copy Focus: Advisor
3	Tab	Page-Properties/Link	Copy Focus: Troubleshooter
4	Tab	Page-Properties/Link	Copy Focus: PC Tune-up
5	Tab	Page-Properties/Link	Copy Focus: Home Networking
3	Title	Copy	Copy Focus: Single Incident Service Options title – Value: Available to customer 24/7 per service charge for one solution
4	Sub-title	Copy	Copy Focus: supports title, relevant to customer
5	Intro/overview	Copy	Copy Focus: : Single Incident Service Options – Value: Available to customer 24/7 per service charge for one solution - relevant to customer
6	Icon	image	Focus: 24/7 Help Desk and Online get help anytime
7	Icon	image	Focus: Diagnostics and resolution of crashes, viruses - short overview
8	Icon	image	Focus: Install and configure support of general software with subscription- short overview
9	Icon	image	Focus: Configure and install external peripherals - short overview
10	Icon	image	Focus: Configure troubleshoot home networks - short overview
10a	Icon	image	Focus: Award winning customer service, guaranteed work - short overview
11	Bullet	Copy	Copy Focus: 24/7 Help Desk and Online get help anytime
12	Bullet	Copy	Copy Focus: Diagnostics and resolution of crashes, viruses - short overview
13	Bullet	Copy	Copy Focus: Install and configure support of general software with subscription- short overview
14	Bullet	Copy	Copy Focus: Configure and install external peripherals - short overview
15	Bullet	Copy	Copy Focus: Configure troubleshoot home networks - short overview
15a	Bullet	Copy	Copy Focus: Award winning customer service, guaranteed work - short overview
16	Product Compare	Compare copy	Copy Focus: Copy Focus: Compare subscriptions and Single Service
17	Standard Promos	Link/copy/image	See landing Grid
18	Standard Promos	Link/copy/image	See landing Grid
19	Standard Promos	Link/copy/image	See landing Grid
20	Standard Promos	Link/copy/image	See landing Grid
21	Legal	copy	See landing Grid
22	Contact Us	Link/copy/image	See landing Grid
23	Helpful Links	Link/copy	See landing Grid
24	Content promo	Link/copy/image	Will this be in eComm?
25	Content promo	Link/copy/image	Copy and link to sign-in?



SERVICES LANDING - I

The screenshot shows the COX Home Protection Services landing page. The page features a main navigation bar (1), a search bar (2), and a secondary navigation bar (3-7). A breadcrumb trail (8) indicates the user's location. The main content area includes a hero section (9) with a woman's image, a 'Let's talk' call-to-action (23), and a 'Helpful Links' sidebar (24). Below the hero section are four columns of service highlights (10-13), followed by four action buttons (14-17) and four more service highlights (18-21). A disclaimer (22) is located at the bottom of the main content area. The footer contains 'Company Information', 'Other Businesses', and 'Website Information' sections.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Main Navigation	Link	<p>Note: This navigation will change early April. The sub-nav and primary nav relationship will stay the same.</p> <p>Copy Focus: Tech Solutions</p> <ul style="list-style-type: none"> • Within Internet Section • Inherits internet properties such as color, icon style, template styles • Leads to Landing Page <ul style="list-style-type: none"> ◦ Page is a gateway into Cox Tech Solutions content ◦ Uses Rotators primary visual engagement ◦ Rotator tiles provide alternate navigation, bolder ◦ Standard promos visual engaged offers links to funnel users into important information
2	Sub-Navigation	Link	<p>Copy Focus: Subscription Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ◦ Focuses on the benefits of having a subscription ◦ Note: Do we need an overview page that describes the benefits of the product overall? ◦ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
3	Sub-Navigation	Link	<p>Copy Focus: One Time Services</p> <ul style="list-style-type: none"> • Leads to Landing Page <ul style="list-style-type: none"> ◦ Page is a gateway into One Time Services content ◦ Uses Rotators primary visual engagement ◦ Rotator tiles provide alternate navigation, bolder <p>Standard promos visual engaged offers links to funnel users into important information</p>
4	Sub-Navigation	Link	<p>Copy Focus: One Time Services - Advisor page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ◦ Focuses on the benefits of the Advisor ◦ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
5	Sub-Navigation	Link	<p>Copy Focus: One Time Services – Troubleshooter page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ◦ Focuses on the benefits of the Troubleshooter ◦ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
6	Sub-Navigation	Link	<p>Copy Focus: One Time Services – PC Tune-up page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ◦ Focuses on the benefits of the PC Tune-up ◦ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>
7	Sub-Navigation	Link	<p>Copy Focus: One Time Services – Home Networking page behind the One Time Services</p> <ul style="list-style-type: none"> • Leads to a product marketing page <ul style="list-style-type: none"> ◦ Focuses on the benefits of the Home Networking ◦ Content structure: Introduction/Overview 5 + bullets <p>Standard promos visual engaged offers links to funnel users into important information</p>



SERVICES LANDING - II

The screenshot shows the COX Services Landing page for Home Protection. The page includes a navigation bar with links like 'Residential', 'TV', 'Internet', 'Phone', 'Home Security', 'Bundles', 'Smart', 'My Connection', 'View/Pay Bill', 'Help/Support', 'About Us', and 'Business'. A search bar is located at the top right. The main content area features a large hero section for 'Home Protection. Life Connection.' with a 'Let's talk.' button. Below this are several sections: 'Home Security Services', 'Equipment', 'Innovative Features', and 'Let's Talk'. There are also utility belt sections for 'View your system online', 'Try Cox Home Security', 'Security built for you', and 'Access your Cox bill'. The bottom of the page contains a footer with 'Company Information', 'Other Businesses', and 'Website Information'.

Page Block	Widget Name	Required Elements	Content Guidelines
8	Breadcrumbs	Page-Properties/Link	Visual indicator of current page
9	Rotator	Link/copy/4 rotator images	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Single Service Overview One or two services below refreshed periodically <ul style="list-style-type: none"> Advisor (refreshed periodically) 1 image/rotator Troubleshooter (refreshed periodically) 1 image/rotator PC Tune-up (refreshed periodically) 1 image/rotator Home Networking (refreshed periodically) 1 image/rotator Getting Started Sign-in to app page
10	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Sign-in to app page
11	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Single Service Overview
12	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Advisor
13	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Troubleshooter
13a	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> PC Tune-up
13a	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Home Networking
13a	Rotator Tile	Copy/Link	Content Focus: Pages / Concepts behind landing <ul style="list-style-type: none"> Advisor
14	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Sign In
15	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Most frequently asked questions (customer care)
16	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Getting Started (Request a call)
17	Utility Belt	Copy/App/support Link	Content Focus: Cox Tech Solutions Tools for customers <ul style="list-style-type: none"> Access your Cox bill
18	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
19	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
20	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images
21	Standard Promos	Link/copy/image	Content Focus: Direct path to what is important <ul style="list-style-type: none"> Save with Subscription Advisor (refreshed periodically) 2 images Troubleshooter (refreshed periodically) 2 images PC Tune-up (refreshed periodically) 2 images Home Networking (refreshed periodically) 2 images



Services Landing - III

The screenshot shows the Cox Home Security landing page with 22 numbered callouts:

- 1: Cox logo and tagline "your friend in the digital world"
- 2: Residential link in the navigation menu
- 3: TV link in the navigation menu
- 4: Internet link in the navigation menu
- 5: Phone link in the navigation menu
- 6: Home Security link in the navigation menu
- 7: Bundles link in the navigation menu
- 8: Breadcrumbs showing "You are here: Residential Home > Home Security"
- 9: Main hero section with "Home Protection. Life Connection." and a woman's image
- 10: "Home Security Services" sub-section
- 11: "Equipment" sub-section
- 12: "Innovative Features" sub-section
- 13: "Let's Talk" sub-section
- 14: "View your system online" button
- 15: "Try Cox Home Security" button
- 16: "Security built for you" button
- 17: "Access your Cox bill" button
- 18: "Control your security system..." sub-section
- 19: "Keep your equipment" sub-section
- 20: "You've got home security questions" sub-section
- 21: "Home Security you can see" sub-section
- 22: Legal disclaimer text at the bottom of the page

Page Block	Widget Name	Required Elements	Content Guidelines
22	Standard Legal	Page Properties	Legal is optional Reviewed by legal team
23	Contact Us	Link	Customers can contact through form? Through eCommerce form?
24	Helpful Links	Links/support links	Support articles?

Advisor Overview

The screenshot shows the COX Home Security Services page. Numbered callouts (1-27) identify various UI elements: 1-5 are navigation tabs; 6-18 are text and image blocks describing services; 19 is a comparison table; 20-23 are feature highlights; 24 is a disclaimer; 25 is a sign-in prompt; 26-28 are helpful links and contact information.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Copy Focus: Advisor
3	Tab	Page-Properties/Link	Copy Focus: Troubleshooter
4	Tab	Page-Properties/Link	Copy Focus: PC Tune-up
5	Tab	Page-Properties/Link	Copy Focus: Home Networking
3	Title	Copy	Copy Focus: Single Incident Service Options title – Value: Available to customer 24/7 per service charge for one solution
4	Sub-title	Copy	Copy Focus: supports title, relevant to customer
5	Intro/overview	Copy	Copy Focus: : Single Incident Service Options – Value: Available to customer 24/7 per service charge for one solution - relevant to customer
6	Icon	image	Focus: 24/7 Help Desk and Online get help anytime
7	Icon	image	Focus: Diagnostics and resolution of crashes, viruses - short overview
8	Icon	image	Focus: Install and configure support of general software with subscription- short overview
9	Icon	image	Focus: Configure and install external peripherals - short overview
10	Icon	image	Focus: Configure troubleshoot home networks - short overview
10a	Icon	image	Focus: Award winning customer service, guaranteed work - short overview
11	Bullet	Copy	Copy Focus: 24/7 Help Desk and Online get help anytime
12	Bullet	Copy	Copy Focus: Diagnostics and resolution of crashes, viruses - short overview
13	Bullet	Copy	Copy Focus: Install and configure support of general software with subscription- short overview
14	Bullet	Copy	Copy Focus: Configure and install external peripherals - short overview
15	Bullet	Copy	Copy Focus: Configure troubleshoot home networks - short overview
15a	Bullet	Copy	Copy Focus: Award winning customer service, guaranteed work - short overview
16	Product Compare	Compare copy	Copy Focus: Copy Focus: Compare subscriptions and Single Service
17	Standard Promos	Link/copy/image	See landing Grid
18	Standard Promos	Link/copy/image	See landing Grid
19	Standard Promos	Link/copy/image	See landing Grid
20	Standard Promos	Link/copy/image	See landing Grid
21	Legal	copy	See landing Grid
22	Contact Us	Link/copy/image	See landing Grid
23	Helpful Links	Link/copy	See landing Grid
24	Content promo	Link/copy/image	Will this be in eComm?
25	Content promo	Link/copy/image	Copy and link to sign-in?

Troubleshooter Overview

The screenshot shows a webpage for 'Home Security Services' with various sections and callouts. Callouts 1-5 are at the top navigation tabs. Callout 6 is the main heading. Callout 7 is a sub-heading. Callout 8 is the main introductory text. Callout 9 is a paragraph. Callout 10 is a paragraph. Callout 11 is a paragraph. Callout 12 is a paragraph. Callout 13 is a paragraph. Callout 14 is a paragraph. Callout 15 is a paragraph. Callout 16 is a paragraph. Callout 17 is a paragraph. Callout 18 is a paragraph. Callout 19 is a table comparing service plans. Callout 20-23 are four columns of service benefits. Callout 24 is a footer section with company information.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Copy Focus: Advisor
3	Tab	Page-Properties/Link	Copy Focus: Troubleshooter
4	Tab	Page-Properties/Link	Copy Focus: PC Tune-up
5	Tab	Page-Properties/Link	Copy Focus: Home Networking
6	Title	Copy	Copy Focus: Troubleshooter title – Value: Diagnosing problems, fixing problems
7	Sub-title	Copy	Copy Focus: supports title, relevant to customer
8	Intro/overview	Copy	Copy Focus: : Troubleshooter – Value: Diagnosing problems, fixing problems
9	Icon	image	Focus: Removing spyware, malware and viruses
10	Icon	image	Focus: Diagnosing and fixing operating system issues
11	Icon	image	Focus: Troubleshooting/resolving problems such as error messages, persistent pop-ups, system & application crashes
12	Icon	image	Focus: Addressing computer boot up problems
13a	Icon	image	Focus: Troubleshooting and solving software problems
13h	Icon	image	Focus: Award winning customer service, guaranteed work
14	Bullet	Copy	Copy Focus: Removing spyware, malware and viruses
15	Bullet	Copy	Copy Focus: Diagnosing and fixing operating system issues
16	Bullet	Copy	Copy Focus: Troubleshooting/resolving problems such as error messages, persistent pop-ups, system & application crashes
17	Bullet	Copy	Copy Focus: Addressing computer boot up problems
18a	Bullet	Copy	Copy Focus: Troubleshooting and solving software problems
18b	Bullet	Copy	Copy Focus: Award winning customer service, guaranteed work
19	Product Compare	Compare copy	Copy Focus: Compare subscriptions and Single Service
20	Standard Promos	Link/copy/image	See landing Grid
21	Standard Promos	Link/copy/image	See landing Grid
22	Standard Promos	Link/copy/image	See landing Grid
23	Standard Promos	Link/copy/image	See landing Grid
24	Legal	copy	See landing Grid
25	Contact Us	Link/copy/image	See landing Grid
26	Helpful Links	Link/copy	See landing Grid
27	Content promo	Link/copy/image	Will this be in eComm?
28	Content promo	Link/copy/image	Copy and link to sign-in?

PC Tune-up Overview

The screenshot shows the 'Home Security Services' page with 28 numbered callouts pointing to specific elements:

- 1-5: Navigation tabs
- 6: Main heading 'Home Security Services'
- 7: Sub-heading 'More peace of mind'
- 8: Introductory paragraph
- 9-18: Main body text columns
- 19: Comparison table for service plans
- 20-23: Four feature tiles: 'Ability and top service', 'Are you security system...', 'You've got security questions', 'Keep your equipment'
- 24: Footer area with 'Company Information', 'Other Businesses', and 'Website Information'
- 25: Yellow 'Sign Up' button
- 26: 'Helpful Links' sidebar
- 27: Content promo box
- 28: Another content promo box

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Copy Focus: Advisor
3	Tab	Page-Properties/Link	Copy Focus: Troubleshooter
4	Tab	Page-Properties/Link	Copy Focus: PC Tune-up
5	Tab	Page-Properties/Link	Copy Focus: Home Networking
6	Title	Copy	Copy Focus: PC Tune-up title – Value: More efficient, faster computer
7	Sub-title	Copy	Copy Focus: supports title, relevant to customer
8	Intro/overview	Copy	Copy Focus: : PC Tune-up – Value: More efficient, faster computer
9	Icon	image	Focus: Removing spyware, malware and viruses
10	Icon	image	Focus: Clearing out temporary files
11	Icon	image	Focus: Clearing out unnecessary start-up files and processes
12	Icon	image	Focus: Cleaning up system files
13a	Icon	image	Focus: Installing and configuring operating system updates
13b	Icon	image	Focus: Removing unnecessary processes
13c	Icon	image	Focus: Resolving problems causing system or application crashes
13d	Icon	image	Focus: Assisting with configuration and startup for hard-drive defragmentation
13e	Icon	image	Focus: Installing Cox Security Suite (Cox High Speed Internet customers only)
13f	Icon	image	Focus: Award winning customer service, guaranteed work
14	Bullet	Copy	Copy Focus: Removing spyware, malware and viruses
15	Bullet	Copy	Copy Focus: Clearing out temporary files
16	Bullet	Copy	Copy Focus: Clearing out unnecessary start-up files and processes
17	Bullet	Copy	Copy Focus: Cleaning up system files
18a	Bullet	Copy	Copy Focus: Installing and configuring operating system updates
18b	Bullet	Copy	Copy Focus: Removing unnecessary processes
18c	Bullet	Copy	Copy Focus: Resolving problems causing system or application crashes
18d	Bullet	Copy	Copy Focus: Assisting with configuration and startup for hard-drive defragmentation
18e	Bullet	Copy	Copy Focus: Installing Cox Security Suite (Cox High Speed Internet customers only)
18f	Bullet	Copy	Copy Focus: Award winning customer service, guaranteed work
19	Product Compare	Compare copy	Copy Focus: Compare subscriptions and Single Service
20	Standard Promos	Link/copy/image	See landing Grid
21	Standard Promos	Link/copy/image	See landing Grid
22	Standard Promos	Link/copy/image	See landing Grid
23	Standard Promos	Link/copy/image	See landing Grid
24	Legal	copy	See landing Grid
25	Contact Us	Link/copy/image	See landing Grid
26	Helpful Links	Link/copy	See landing Grid
27	Content promo	Link/copy/image	Will this be in eComm?
28	Content promo	Link/copy/image	Copy and link to sign-in?

Home Networking Overview

The screenshot shows a webpage for 'Home Security Services' with various sections and callouts. Callouts 1-5 are in the top navigation bar. Callout 6 is the main heading. Callouts 7-18 are in the main content area, including a 'More peace of mind' section, a 'Home Security' overview, a 'Demo: Home Security' section, and a 'How you can control your Cox Home Security system' section. Callout 19 is a 'Subscription' table. Callouts 20-23 are in a 'Benefits' section. Callout 24 is a 'Subscription' section at the bottom.

Page Block	Widget Name	Required Elements	Content Guidelines
1	Tab	Page-Properties/Link	Overview
2	Tab	Page-Properties/Link	Copy Focus: Advisor
3	Tab	Page-Properties/Link	Copy Focus: Troubleshooter
4	Tab	Page-Properties/Link	Copy Focus: PC Tune-up
5	Tab	Page-Properties/Link	Copy Focus: Home Networking
6	Title	Copy	Copy Focus: Home Networking title – Value: Advice, recommendations for setting up home network
7	Sub-title	Copy	Copy Focus: supports title, relevant to customer
8	Intro/overview	Copy	Copy Focus: Home Networking – Value: Advice, recommendations for setting up home network
9	Icon	image	Focus: Setting up, configuring and securing your wireless network
10	Icon	image	Focus: Installing and configuring up to 3 computers/devices (PC, laptop, wireless printer, gaming console) for your home network
11	Icon	image	Focus: Enabling network sharing for printing, media, and files
12	Icon	image	Focus: Resolving issues with network and Internet connectivity
13a	Icon	image	Focus: Installing/configuring required operating system updates
13b	Icon	image	Focus: Removing unnecessary processes that interfere with correct network operation
13c	Icon	image	Focus: Resolving system crashes caused by network driver issues
13h	Icon	image	Focus: Award winning customer service, guaranteed work
14	Bullet	Copy	Copy Focus: Setting up, configuring and securing your wireless network
15	Bullet	Copy	Copy Focus: Installing and configuring up to 3 computers/devices (PC, laptop, wireless printer, gaming console) for your home network
16	Bullet	Copy	Copy Focus: Enabling network sharing for printing, media, and files
17	Bullet	Copy	Copy Focus: Resolving issues with network and Internet connectivity
18a	Bullet	Copy	Copy Focus: Installing/configuring required operating system updates
18b	Bullet	Copy	Copy Focus: Removing unnecessary processes that interfere with correct network operation
18c	Bullet	Copy	Copy Focus: Resolving system crashes caused by network driver issues
18d	Bullet	Copy	Copy Focus: Award winning customer service, guaranteed work
19	Product Compare	Compare copy	Copy Focus: Compare subscriptions and Single Service
20	Standard Promos	Link/copy/image	See landing Grid
21	Standard Promos	Link/copy/image	See landing Grid
22	Standard Promos	Link/copy/image	See landing Grid
23	Standard Promos	Link/copy/image	See landing Grid
24	Legal	copy	See landing Grid
25	Contact Us	Link/copy/image	See landing Grid
26	Helpful Links	Link/copy	See landing Grid
27	Content promo	Link/copy/image	Will this be in eComm?
28	Content promo	Link/copy/image	Copy and link to sign-in?



Maintenance Planning

Page/ Feature	#	Content Type/ Channel	Sourcing (WCM, catalog, etc)	Maintenance Plan
<wireframe ID> Page/feature name	Callout Number	What type of content? Email, tooltip, etc.	Where does this content live?	Plans to maintain. If too detailed, consider breaking out into its own document. For some project, maintenance can be planned at the page/project level. Others will require more detail.
Email001 – 100% Email	1-4	Email	CNS	Product to identify when updates are needed. UXD Content team to provide updated content to CNS. CNS will complete the steps necessary to update the emails.
01 Shop Existing Customer	1	Menu/Interacti on content	WCM	Content may need to change based on services offered and strategy shifts. When changes are needed outside of a project , they will enter the small-demand workflow of the UXD Content team and be prioritized. Updates will be completed based on that prioritization.
01 Shop Exisitng Customer	2	Rotator	Catalog Config Tool	Updates will happen regularly, based on the campaign lifecycle.
01 Shop Exisitng Customer	3	Offer Block	Catalog Config Tool	Updates will happen regularly, based on the campaign lifecycle.