

# Content Audit

Developer Website

# Payment Gateway Developer Website Content Audit

- Recommendations for improving content presentation and content structure for use in a new website UI that was launched for the “merchant” side and that was now about to be applied to the “developer” side of a major payment gateway for businesses under \$3M in annual sales.
- Includes both specific examples and mockups of how content can be addressed.
- Client requested these specific pages be examined and were searching for recommendations on how to build content for the new site.

# Payment Gateway Developer Website Content Audit

# Dev Site Content Pages Highlighted for Content Audit

- Feature Page
- FAQs
- API Products
- API Documentation

# Feature Page



# Feature Page Definition

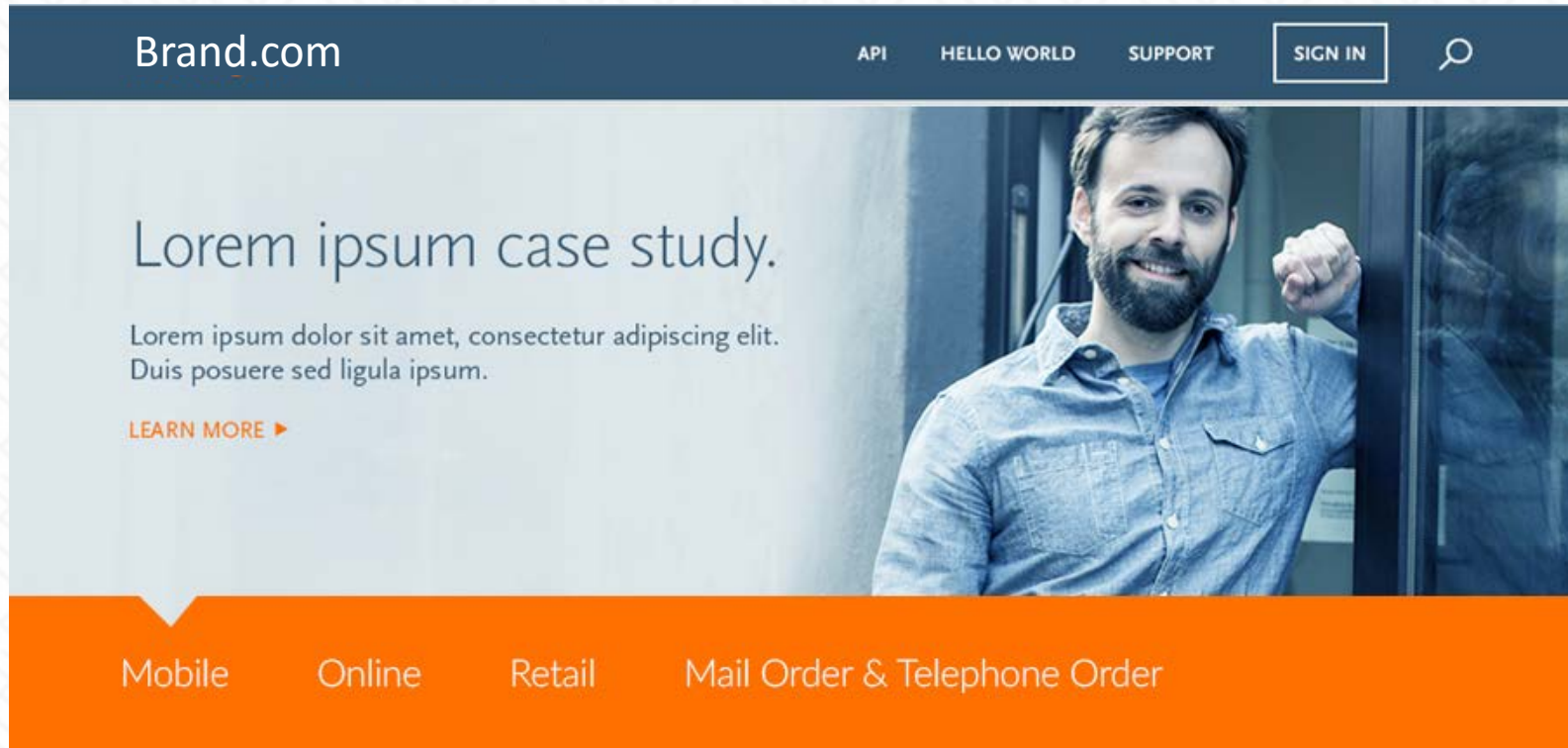
- As a gateway, use to introduce key features and as a guide to the site
  - Must be useful to the audience, reinforcing key value propositions and platform capabilities
- The “so what” factor is vital
  - Content can be more promotional but backed with solid and credible data and use cases that speak to the security, scale and flexibility of BRAND.COM solutions
- The page serves as a jumping off point to dig deeper
  - While recency is important, content that requires more attention from developers or that is more problematic can be featured with road maps to success and best practices for resolution

# Feature Page

Feature content that focuses on key use cases/solutions

- [Online Merchant Solutions](#)
- [Retail Merchant Solutions](#)
- [Mail Order & Telephone Order Merchant Solutions](#)
- [Mobile Merchant Solutions](#)

# Feature Page rotation



Each major solution category can have a feature item with relevant content e.g. case study, white paper, news report, press release, statistics on usage trends, user polls, new dev groups, hackathons, community building events...



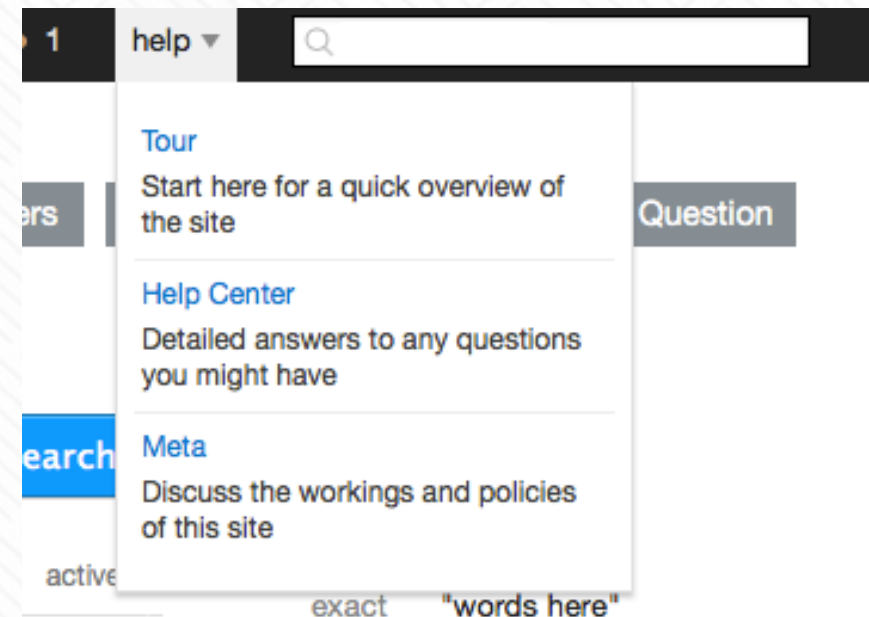
FAQ

# FAQ Recommendations

- Consolidate and simplify
- Categorize at the highest level possible
- Guide with a “quick tour”

# Consolidate and simplify

- Content should only be the most “frequently” asked by definition
- “Teach to fish” with the goal of imparting how to use the site, rather than a single answers
- Consider relabeling
  - Highlight the breadth of offerings
  - Instruct how to use the site
  - Feature opportunities to gain domain expertise



# Categorize at the highest level possible

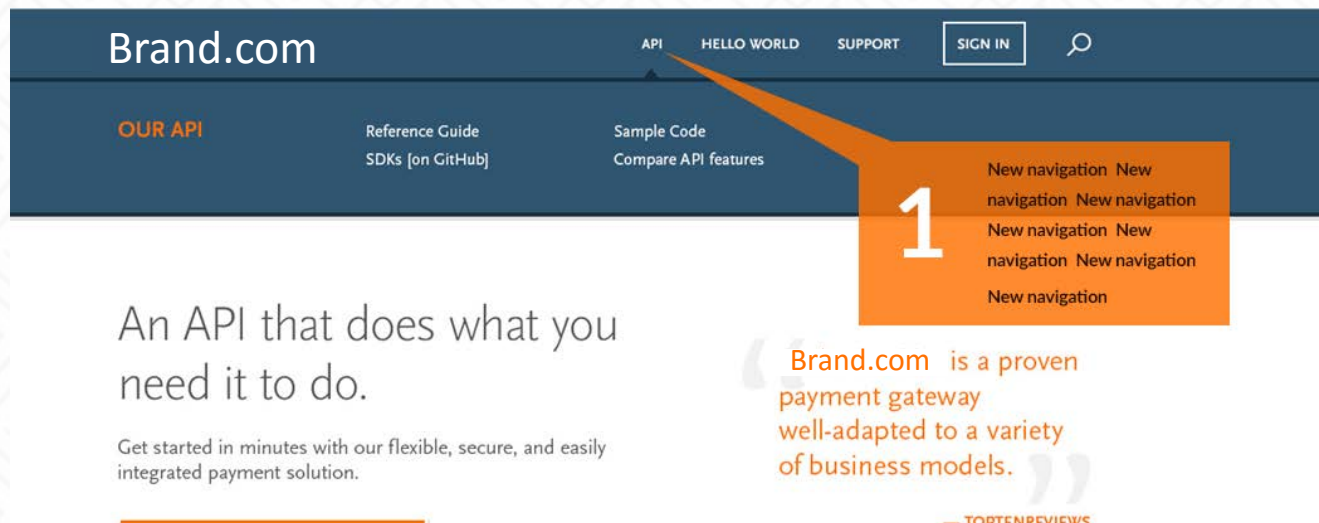
Limit to answers which speak to the broadest audience segments of developers

- New to payment or Brand.com
- Deciding whether to hire a certified developer or solution provider
- Choosing an API
- Troubleshooting
- Training or Certification



# Guide with a “quick tour”

- A takeover or pre-page interstitial to help guide both new and returning visitors to the new navigation and refreshed content with a 1-2-3 overlay of the most important facets of the site structure
- Build forms which offer tips which answer frequently asked questions anticipating when a site visitor might most need the help
- Consider building a configurator (based on a few parameters) to help in the selection of the appropriate next step e.g. pick your API, or recommended solution



The screenshot shows the Brand.com website header with a dark blue navigation bar. The main navigation includes 'API', 'HELLO WORLD', 'SUPPORT', and a 'SIGN IN' button. Below the navigation bar, there are three columns of links: 'OUR API', 'Reference Guide SDKs [on GitHub]', and 'Sample Code Compare API features'. A large orange callout box with the number '1' is positioned over the 'API' link, containing the text 'New navigation New navigation New navigation New navigation New navigation New navigation'. Below the navigation bar, the main content area features the text 'An API that does what you need it to do.' followed by 'Get started in minutes with our flexible, secure, and easily integrated payment solution.' To the right, there is a testimonial from TOPTENREVIEWS stating 'Brand.com is a proven payment gateway well-adapted to a variety of business models.'

# Accordion fold collapsing sections

Brief intro paragraph to feature a “Quick Tour” of the site structure which will be new to most including returning visitors.

Break up FAQs into logical areas and then stack so they can expand to reveal questions + answers that mostly link out to the site.

Watch analytics to see what traffic ends up here, and which take the tour and fine tune and refresh questions based on searches.

The screenshot shows a website header with the brand name 'Brand.com' and navigation links for 'API', 'HELLO WORLD', 'SUPPORT', and a 'SIGN IN' button. Below the header is a dark grey section with the 'FAQ' title and a 'QUICK TOUR >>' link. An orange accordion menu is open, showing 'Training & Certification' with a plus icon and 'Trouble Shooting' with a minus icon. Below the menu, three sections are visible: 'Sandbox Setup', 'Response & Error Codes', and 'Available Resources', each followed by three lines of placeholder text.

Brand.com

API HELLO WORLD SUPPORT SIGN IN

## FAQ

QUICK TOUR >>

- + Training & Certification
- Trouble Shooting

**Sandbox Setup**  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum.

**Response & Error Codes**  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum.

**Available Resources**  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum. Lorem ipsum lorem ipsum.  
Lorem ipsum lorem ipsum.

# API Product Page

# Condense information into more digestible chunks

Text navigation on the left (collapses into button on small devices).

Succinct, high level overview + bullets on key differentiating features. If graphic or video available, feature it here with links to enlarge and/or to additional detail + orange bar to hold additional resources.

The screenshot shows the Brand.com website. At the top, there is a dark blue navigation bar with the text 'Brand.com' on the left and 'API HELLO WORLD SUPPORT SIGN IN' on the right. Below this is a blue header section with the title 'Advanced Integration Method (AIM)'. On the left side of the page, there is a vertical navigation menu with links: Mobile, Simple Checkout, Direct Post Method, Server Integration Method, Advanced Integration Method, Automated Recurring Billing™, Customer Information Manager, eCheck.Net® (PDF), Card Present Integration, Apple Pay, PayPal, and Transaction Details API. The main content area is divided into three columns. The first column contains the navigation menu. The second column has a heading 'AIM is Authorize.Net's recommended connection method and offers the most secure and flexible integration for all types of transactions, including mobile, websites and other business applications.' followed by a paragraph: 'AIM is the required connection method for shopping cart developers participating in the Authorize.Net Shopping Cart Certification (SCC) program.' and a bulleted list of features. The third column contains a diagram of the payment flow and a 'Developer's Checklist' section.

Brand.com

API HELLO WORLD SUPPORT SIGN IN

## Advanced Integration Method (AIM)

- Mobile
- Simple Checkout
- Direct Post Method
- Server Integration Method
- Advanced Integration Method
- Automated Recurring Billing™
- Customer Information Manager
- eCheck.Net® (PDF)
- Card Present Integration
- Apple Pay
- PayPal
- Transaction Details API

AIM is Authorize.Net's recommended connection method and offers the most secure and flexible integration for all types of transactions, including mobile, websites and other business applications.

AIM is the required connection method for shopping cart developers participating in the Authorize.Net Shopping Cart Certification (SCC) program.

- Employs industry standard secure data encryption technology — 128-bit Secure Sockets Layer (SSL) protocol.
- Uses transaction key authentication for ultimate security.
- Allows control over all phases of the customer's online transaction experience.
- Configurable transaction response integrates easily with merchant applications.
- Provides mobile SDKs for Apple iOS and Android.

The diagram illustrates the payment flow. It shows a 'MERCHANT SERVER' at the top, which interacts with a 'PAYMENT GATEWAY' at the bottom. The flow starts with a customer (represented by a person icon) interacting with a 'MERCHANT SERVER' page. The customer then proceeds to a 'CHECKOUT PAGE' and a 'PAYMENT PAGE'. The 'PAYMENT PAGE' sends data to the 'PAYMENT GATEWAY', which then sends data back to the 'MERCHANT SERVER'. The 'MERCHANT SERVER' then sends data to a 'THANK YOU PAGE' where the customer is thanked. The diagram also shows a 'MERCHANT SERVER' icon and a 'PAYMENT GATEWAY' icon.

### Developer's Checklist

Design and Build:

- Cart Page
- Payment Page
- Thank You Page
- Error Pages
- Form Handler to Leverage SDK

Documentation SDKs Legacy Documentation Quick Start



# API Documentation

# Make documentation scan-able

The screenshot shows a web page for Brand.com with a dark blue header containing navigation links: API, HELLO WORLD, SUPPORT, and a SIGN IN button. Below the header is a dark grey bar with the title 'One-Time Transactions' in orange. The main content area is white and features a sidebar on the left with a list of links: Credit Card Processs, Life of a Transaction, Voids and Credit, Creating a Transaction, Partial Authorizations, and Basic Fraud Settings. The main content is titled 'Credit Car Processing' and includes a video player showing a presentation slide titled 'Payment Fundamentals for Developers' with a red play button. Below the video is a paragraph of text describing the Authorize.Net Payment Gateway. To the right of the video is a bulleted list of actors in an online credit card transaction: Consumer, Issuing bank, Acquirer, and Merchant. Below the list is another paragraph of text with links to 'credit card processing diagram', 'API Reference Guide', and 'Developer Training'. At the bottom of the page is an orange navigation bar with links: One-Time Transactions, Recurring Billing, Customer Profiles, PayPal Express, and Response Codes.

Brand.com

API HELLO WORLD SUPPORT SIGN IN

## One-Time Transactions

- Credit Card Processs
- Life of a Transaction
- Voids and Credit
- Creating a Transaction
- Partial Authorizations
- Basic Fraud Settings

### Credit Car Processing

Payment Fundamentals for Developers

ted's t-shirts

SALE

0:00 / 6:17

The Authorize.Net Payment Gateway, provides the complex infrastructure and security necessary to ensure fast, reliable, and secure transmission of transaction data.

Authorize.Net manages the routing of transactions just like a traditional credit card machine via the Internet instead of a phone line.

Typically, the actors in an online credit card transaction are:

- Consumer—buys the product from the merchant's web site using a credit card from an issuing bank.
- Issuing bank—provides a credit card to the consumer. Represents the consumer in the event of a dispute.
- Acquirer—usually a bank, underwrites the merchant's ability to accept credit cards. Represents the merchant in the event of a dispute.
- Merchant—sells a product or service to the consumer from their website, using an Authorize.Net payment API.

For more information on how Authorize.Net fits into the payment network, See our [credit card processing diagram](#). For API field descriptions and sample code, see the [API Reference Guide](#). For helpful video training modules, see Authorize.Net [Developer Training](#).

One-Time Transactions Recurring Billing Customer Profiles PayPal Express Response Codes

Break content up into shorter narrative and bullets. Feature video/illustrations.

Content blocks can stack in responsive view on tablet or smartphone. Use the orange bar.