

2.0- RAC Content Review

Identifying pages for content review with accompanied usability notes.

10th October 2008

Table of contents

1. Introduction	3
2. Home page	5
3. Breakdown cover landing page	7
4. European breakdown landing page	9
5. Roadside solution	11
6. Solution 1	13
7. Solution 3.....	15
8. Standard terms	17
9. Benefits of RAC	19
10. Traffic update	21
11. RAC know how - accidents & incidents – breakdowns	23
12. RAC know how - driving in Europe check list	25
13. Insurance landing page	27
14. Travel insurance	29
15. Home insurance.....	31
16. Business breakdowns 1-5 vehicles.....	33
17. Welcome to RAC business	35
18. About us.....	37
19. Business accident services.....	39

Introduction

Copy and usability audit of pages on RAC.co.uk.

This document is an **audit of a selection of pages** at www.rac.co.uk.

The document looks at each page and comments on page usability in terms of user experience and then on actual copy/page content.

Purpose and method

The purpose of this audit is to assess the effectiveness of a selection of pages against the key criteria of our best practice in creating online copy content: **copy usability**, **plain language**, **findability**, **brand/voice**, and **credibility**:

Copy usability
Copy content is scannable (concise content chunks, bullets, menus, keywords highlighted in bold etc).
Content is focused on benefits/user priorities not features/internal-facing content.
Each content element is self-contained
Structure reflects meaning
Good button naming: users can easily locate themselves/move around/skip ahead.
Content organised into user-friendly, repeatable formats
Plain language
Content is focused on users' needs/interests.
Everyday English, simple language, clear communication.
Active not passive verbs.
Short words are preferred to long ones.
Jargon/abbreviations spelled out or avoided.
Straightforward instructions.
Positive language, friendly pronouns.
Findability
Intuitive, meaningful page titles.
Relevant, engaging content.
Strong headlines and summary paras.
Useful content that contains the key terms people are likely to search for.
Well-written link text.

Branding/tone of voice
Content supports brand values.
Content encourages positive perception of RAC and its work.
Tone of voice is appropriate for RAC.
Tone is appropriate for users – site has a clear idea of its reader.
Credibility
Logical ordering of content.
Content is up to date.
Content delivers on its promises.
Accurate grammar and spelling.
No unrealistic claims/unjustifiable superlatives.
Content is candid about its purpose.
Language, style, tone are consistent.
Site avoids culturally-bound references.
Site avoids time references that could date.
News is really news.

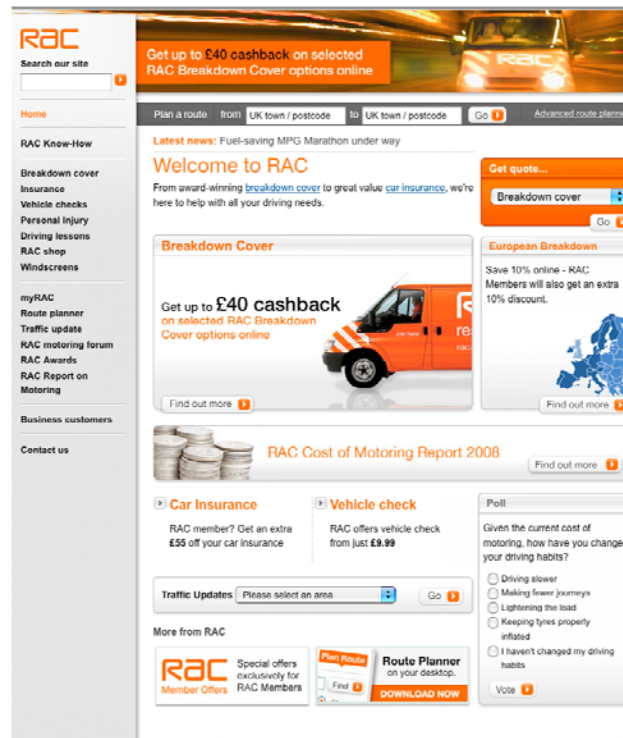
Points to note

When reading this audit, please bear in mind:

- The pages selected are an agreed representative sample. The report does not cover issues which might be raised by pages outside of the selection.
- The audit does not raise every issue raised by every page. We focus on the range of issues raised by the pages rather than seeking to itemise every individual instance.
- Where we have suggested copy to replace existing text, these copy examples should be seen as suggestive of the approach we would take, rather than final copywritten versions.
- On a dynamic website some pages may have changed since being audited.

<http://www.rac.co.uk>

Home page



Usability observations

Top previous pages	%	Top next pages	%
/web/routeplanner/results	54.84%	/web/routeplanner/results	67.98%
/web/routeplanner/confirm-location	14.46%	/web/routeplanner/index.htm	13.84%
/web/routeplanner/index.htm	6.29%	/web/uk-breakdown/index.htm	3.49%
/web/routeplanner/error	3.91%	/web/traffic-update/index.htm	2.43%
All other previous pages	20.50%	All other next pages	12.26%

Site exit point 21% (21% of users left the site from this page)

Many users come from the route planner. This is because a high number of users leave the home page and go onto or go back to the journey planner. This suggests users are not finding the reset button on the journey planner and are navigating back and forth to the home page to reset and plan another journey. It is good to see that users are leaving this page (continuing journey) and going onto breakdown pages and traffic update. The home page is self explanatory in terms of its layout and it uses the content panel well in terms of promotional information which grabs the users' attention. There are no suggestions as to improve the layout of the home page as it caters well for the high traffic areas such as route planner and traffic updates but it could contain more content below the page crease offering more ways into the site. The 'Plan a

route' bar at the top of the page could do with some time spent reviewing its usefulness and usability. The RAC members offer promo at the bottom of the page takes user to <http://www.racmemberoffers.co.uk/> and on this page the navigation changes as if it is a separate site and offers no way of getting back to RAC.co.uk without using the back browser button. This is poor practice. If this has to be a separate site it should open in a new browser window. The Business link in the left navigation has the same problem it launches the business site but not in a new window so again no way of navigating back.

Solution

- Business link in left navigation to open in new window.
- RAC member offers promo link to open in new window.
- Route planner page, more obvious button to reset/create new journey.
- Add more actual content to home page below page fold.

Copy usability

It is not certain what value the news copy in the ticker brings. It seems to add unnecessary copy to the page for no obvious benefit.

Findability

A longer introductory paragraph with a more meaningful headline would give more opportunity to use search terms in copy and links.

Plain language

Very little copy to comment on but plain language is used in what is there.

Branding and tone of voice

"Welcome to RAC" is redundant and the following paragraph is rather vague and over-promising: is RAC really there to help with "all your driving needs"? Listing a few more services and benefits instead would be more effective.

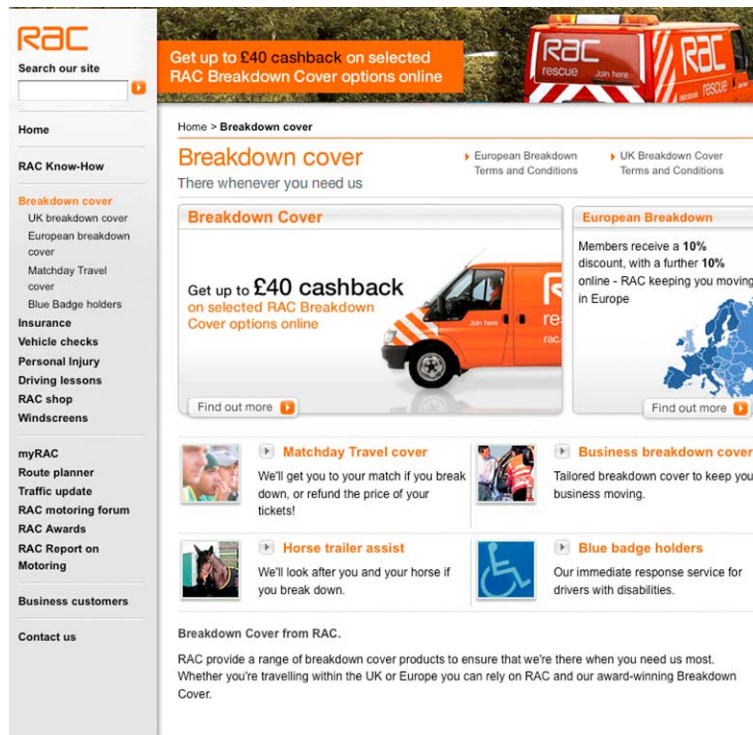
News ticker includes stories like "sales of new cars plunge by 21%", "credit crunch hits car sales" – is it necessary to remind people of this while trying to sell to them?

Credibility

Headings should use sentence casing – capitalisation is inconsistent, eg "Vehicle check" but "Car Insurance" and "Traffic Updates".

<http://www.rac.co.uk/web/breakdowncover/>

Breakdown cover landing page



The screenshot shows the RAC Breakdown cover landing page. The header features the RAC logo and a search bar. The main content area is titled 'Breakdown cover' and includes a large banner for 'Get up to £40 cashback on selected RAC Breakdown Cover options online'. Below this, there are several sections: 'Breakdown Cover' with a car image, 'European Breakdown' with a map of Europe, 'Matchday Travel cover', 'Horse trailer assist', 'Business breakdown cover', and 'Blue badge holders'. The footer contains a 'Contact us' link and a brief description of RAC's breakdown cover services.

Usability observations

Top previous pages	%	Top next pages	%
/web/breakdowncover/index.htm	21.16%	...eakdowncover/uk/application/quote/cover-options	21.82%
/web/brand/main	15.25%	/web/uk-breakdown/solution1.cgi	7.78%
...eakdowncover/uk/application/quote/cover-options	13.16%	/web/index.htm	7.51%
/web/index.htm	9.58%	/web/uk-breakdown/roadside.cgi	6.97%
All other previous pages	40.85%	All other next pages	55.92%

Site exit point 15%

Breakdown cover

There whenever you need us

▶ [European Breakdown Terms and Conditions](#)

▶ [UK Breakdown Cover Terms and Conditions](#)

The two links shown above, terms and conditions for UK and European breakdown cover are misleading. It is not expected to see the European terms and conditions on this page but on the European breakdown page. The UK terms and conditions open in

a pdf document in the same window with no warning and no navigation back to the previous page. One terms and conditions links to a html page and the other to a pdf.

The top next pages information above confirms that users are continuing the breakdown journey rather than browsing to unrelated content. This shows people are finding the content they require and are following the designed breakdown journey.

The business breakdown cover link in the body of the page takes the user to the business site in the same window with no way of navigating back. The horse trailer assist link in the body of the page takes you to the corresponding page but it is not part of the secondary navigation under breakdown cover. This lacks consistency. It is recommended that this breakdown landing page contain a link to 'Benefits of RAC' as well as on the next pages as the benefits page is generic to breakdown cover in general. A brief easily scan able benefits list could be present on all these pages. This is also the case for the links testimonials, covering other people, help me decide, know how and existing members. This takes a click out of a possible journey getting the user the information they require faster. In the persona relating to a 'will join' customer who has broken down and is not a member it was suggested a new page to the site for web and mobile users which is a quick reference for contact details, benefits of membership, idea on cost and estimated time for patrol to arrive. This new page should be linked from this landing page.

Solution

- Remove European breakdown terms and conditions link at top of page.
- Make terms and conditions info consistent in media, either html or pdf not both.
- When linking to a pdf document warn the user (pdf) and if no navigation is included in the pdf then the document should open in a new window.
- Business breakdown link in body of page to open in new window.
- Horse trailer assist to be added to secondary navigation.
- The top of the page should contain links to Benefits of RAC, Testimonials, Covering other people, Help me decide, Know how and Existing members.

Copy usability

An introductory paragraph would help the reader to understand where they are in the site and what they can do on this page.

Copy elements could be better prioritised: terms & conditions are placed more prominently than offer copy.

Chemistry suggest referring to the organisation in the singular eg "RAC provide..." rather than "RAC provides..."

Findability

The word "car" doesn't appear on this page or in its title tag, despite being part of several top-8 search phrases.

Chemistry recommend using "European breakdown cover" instead of just "European breakdown".

Plain language

“Horse trailer **assist**” does not seem the most obvious name for this service.

Branding and tone of voice

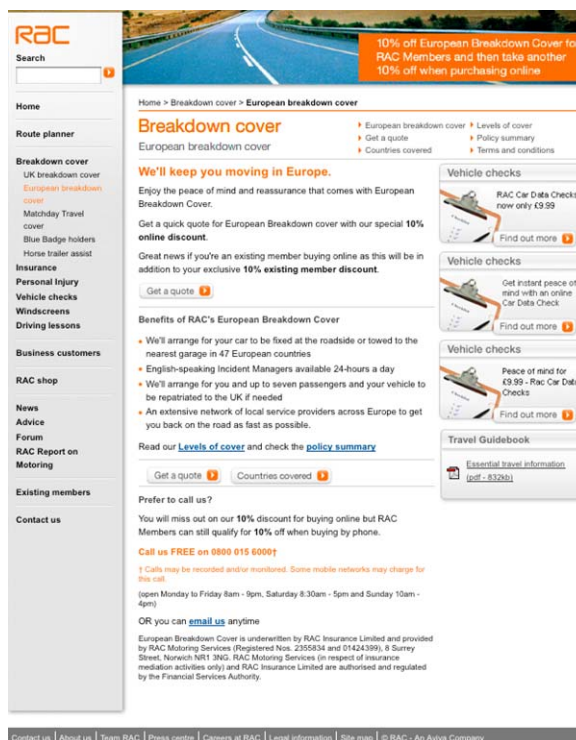
“RAC keeping you moving in Europe” is tacked on to the end of the offer copy in the European breakdown ad – it doesn’t belong there. If this is an official part of the brand it should be more prominent, otherwise Chemistry would suggest it doesn’t appear at all.

Credibility

Inconsistent use of sentence casing, “Breakdown cover” in some places but “Breakdown Cover” in others.

<http://www.rac.co.uk/web/euro-breakdown/>

European breakdown landing page



RAC

Search

Home

Route planner

Breakdown cover

UK breakdown cover

European breakdown cover

Matchday Travel cover

Blue Badge holders

Horse trailer assist

Insurance

Personal Injury

Vehicle checks

Windscreens

Driving lessons

Business customers

RAC shop

News

Advice

Forum

RAC Report on Motoring

Existing members

Contact us

Home > Breakdown cover > European breakdown cover

Breakdown cover

European breakdown cover

We'll keep you moving in Europe.

Enjoy the peace of mind and reassurance that comes with European Breakdown Cover.

Get a quick quote for European Breakdown cover with our special **10% online discount**.

Great news if you're an existing member buying online as this will be in addition to your exclusive **10% existing member discount**.

Get a quote

Benefits of RAC's European Breakdown Cover

- We'll arrange for your car to be fixed at the roadside or towed to the nearest garage in 47 European countries
- English-speaking Incident Managers available 24-hours a day
- We'll arrange for you and up to seven passengers and your vehicle to be repatriated to the UK if needed
- An extensive network of local service providers across Europe to get you back on the road as fast as possible.

Read our [Levels of cover](#) and check the [policy summary](#)

Get a quote

Countries covered

Vehicle checks

RAC Car Data Checks now only £9.99

Find out more

Vehicle checks

Get instant peace of mind with an online Car Data Check

Find out more

Vehicle checks

Peace of mind for £9.99 - RAC Car Data Checks

Find out more

Travel Guidebook

Essential travel information (pdf - 832kb)

Prefer to call us?

You will miss out on our **10%** discount for buying online but RAC Members can still qualify for **10%** off when buying by phone.

Call us FREE on 0800 015 6000†

† Calls may be recorded and/or monitored. Some mobile networks may charge for this call.

(open Monday to Friday 8am - 9pm, Saturday 8.30am - 5pm and Sunday 10am - 4pm)

OR you can [email us](#) anytime

European Breakdown Cover is underwritten by RAC Insurance Limited and provided by RAC Motoring Services (Registered Nos. 2355634 and 01424399), 8 Surrey Street, Norwich NR1 3NG. RAC Motoring Services (in respect of insurance mediation activities only) and RAC Insurance Limited are authorised and regulated by the Financial Services Authority.

Contact us | About us | Team RAC | Press centre | Careers at RAC | Legal information | Site map | © RAC - An Aviva Company

Usability observations

Top previous pages	%	Top next pages	%
/web/breakdowncover/index.htm	17.44%	...kdowncover/european/application/quote/get-quote	49.09%
...kdowncover/european/application/quote/get-quote	16.77%	/web/uk-breakdown/index.htm	9.09%
/web/uk-breakdown/index.htm	15.43%	/web/euro-breakdown/countries-covered.htm	7.27%
/web/brand/main	13.42%	/web/euro-breakdown/levels-of-cover/index.htm	7.27%
All other previous pages	36.94%	All other next pages	27.28%

Site exit point 17%

The previous and next pages are as would be expected with a very high number continuing journey to quote and with almost no abandonment rate.

The promotion boxes in the right column should never show the same image like this as it looks like an error and the user will ignore this column because of it.

The 'European breakdown cover' link at the top left of the page needs to be inactive. Users are clicking on this link thinking it will take them somewhere when it doesn't. The 'European breakdown cover' link in the left main navigation is highlighted and non active, this is correct but when users navigate to any other page under this section the link remains inactive so giving no way to return to the European cover landing page unless users use the link in the top right of the page.

Solution

- Make 'European breakdown cover' link, top left, inactive and should really be highlighted to aid user in knowing what page they are on.
- Make 'European breakdown cover' link main navigation highlighted but active on all pages that fall below it i.e. countries covered, levels of cover etc.

Copy usability

The heading of this page is the same as that of "Breakdown cover" – it should be "European breakdown cover".

The relationship between the headline and the line "We'll keep you moving in Europe" isn't clear – if this is a subhead it should be directly below the title.

The structure of the page isn't clear – although the "Benefits" section is a good start, it's still not easy to navigate around the page because of the repeated buttons.

The contact section is confusing – having the phone number in orange actually de-emphasises it rather than highlights it, and there's no explanation of why a user would want to email RAC.

Findability

Good use of key terms in title and copy but more could be used more in links.

Plain language

The language sometimes sounds too much like sales copy with terms like "in addition to" and "an extensive network of local service providers".

Branding and tone of voice

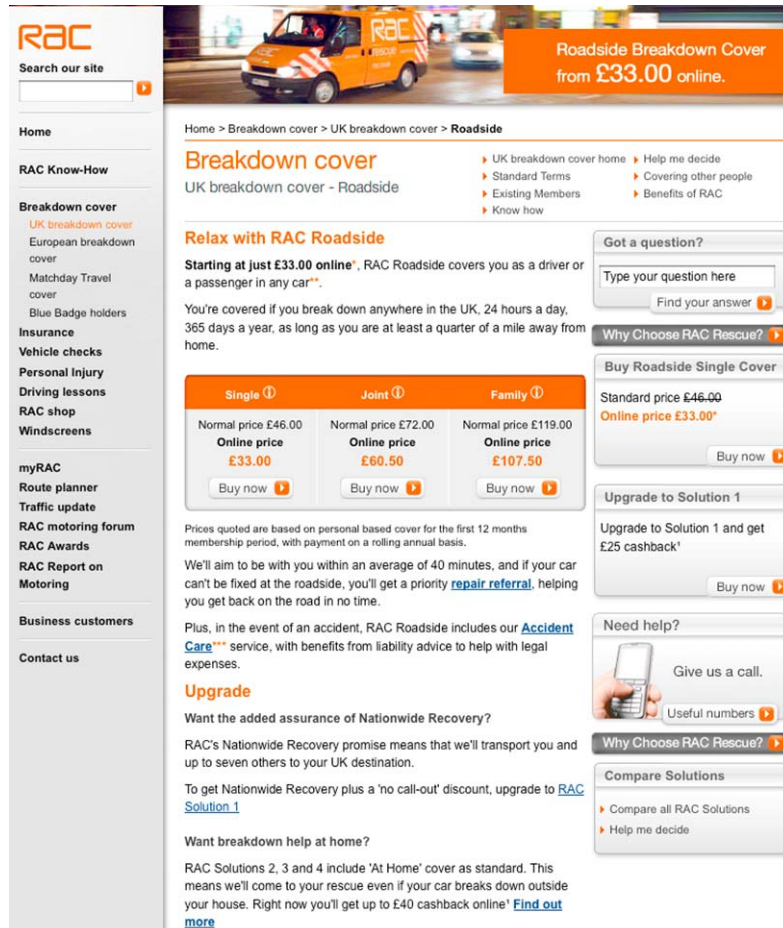
Introductory copy needs to be more specific and example-led, using real situations to focus on the person, not the policy.

Credibility

The syntax in the introduction needs tidying up: "Great news if you're an existing member buying online as this will be in addition to your exclusive **10% existing member discount.**"

http://www.rac.co.uk/web/uk-breakdown/roadside.cgi?affinity_name=default

Roadside solution



The screenshot shows the RAC website's 'Roadside Breakdown Cover' page. The header features the RAC logo and a search bar. A prominent orange banner at the top right states 'Roadside Breakdown Cover from £33.00 online.' The main content area is titled 'Breakdown cover' and 'UK breakdown cover - Roadside'. It includes a navigation menu on the left with links like 'Home', 'RAC Know-How', 'Breakdown cover', 'Insurance', 'Vehicle checks', etc. The central text describes the 'Relax with RAC Roadside' service, highlighting that it starts at just £33.00 online. A table compares three cover options: Single, Joint, and Family, with their respective normal and online prices. To the right, there are several interactive boxes: 'Got a question?' with a search bar, 'Why Choose RAC Rescue?', 'Buy Roadside Single Cover' showing a price reduction from £46.00 to £33.00, 'Upgrade to Solution 1' offering a £25 cashback, 'Need help?' with a 'Give us a call' button, and 'Compare Solutions'.

Usability observations

Top previous pages	%	Top next pages	%
/web/uk-breakdown/index.htm	56.05%	/web/uk-breakdown/index.htm	39.86%
/web/brand/main	19.10%	/web/uk-breakdown/benefits.htm	15.03%
/web/uk-breakdown/benefits.htm	10.19%	/web/uk-breakdown/solution1.cgi	12.41%
/web/uk-breakdown/solution1.cgi	4.45%	...eakdowncover/uk/application/quote/cover-options	9.80%
All other previous pages	10.21%	All other next pages	22.90%

Site exit point 22%

Users do not tend to purchase cover from this page instead going back to the solutions table to start the purchase application this may be due to users feeling the cover has not been adequately explained or up selling has taken place.

The 'UK breakdown cover' link at the top left of the page needs to be inactive. Users are clicking on this link thinking it will take them somewhere when it doesn't. The 'UK breakdown cover' link in the left main navigation is highlighted and non active, this is correct but when users navigate to any other page under this section the link remains inactive so giving no way to return to the UK cover landing page unless users use the link in the top right of the page. Why choose RAC and Benefits are the same page, this can be misleading to users.

Solution

- Make 'UK breakdown cover' link, top left, inactive and should really be highlighted to aid user in knowing what page they are on.
- Make 'UK breakdown cover' link main navigation highlighted but active on all pages that fall below it.
- Why choose RAC / Benefits of RAC please call this one or the other or create another page if the need and content is there.

Copy usability

Headlines eg: "Upgrade" and "Relax with RAC Roadside" are weak and miss the chance to convey the benefits of RAC Roadside. Using "know how" as a link isn't helpful to users, and the same can be said of using a product name such as "Nationwide Recovery" as a cross-heading. This is unlikely to be meaningful to anyone who is not already familiar with the product.

Links could be improved by putting the benefit first.

For example:

"If you have an accident, you can get advice and help with legal expenses with our Accident Care service"

is better than:

"Plus, in the event of an accident, RAC Roadside includes our Accident Care service, with benefits from liability advice to help with legal expenses."

The Single, Joint and Family categories could do with more explanation.

Findability

The key term "breakdown" could be used more often in sub and cross-headings. While there's obviously some optimisation in the main headings, there's not much evidence of it in the body copy.

Plain language

Language is generally plain in the body copy, but jargon does creep in eg: "in the event of an accident", "personal based cover". "Liability advice" needs explaining. Language used in the footnotes is full of jargon eg: "fault or non fault" "purchase" rather than "buy" etc. Footnotes/T&Cs can and should be written in plain language whenever possible.

Branding and tone of voice

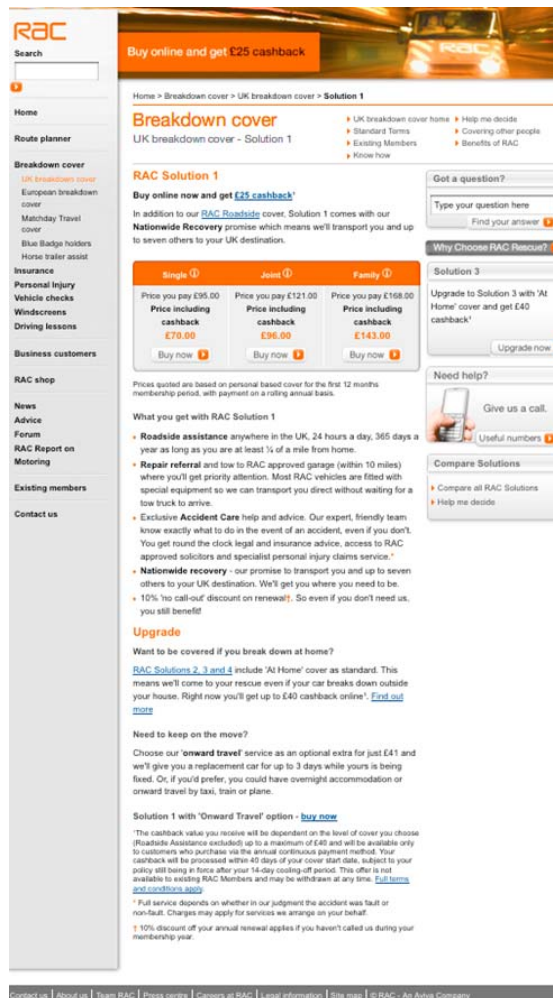
Beginning the body copy with price means the page misses an opportunity to connect with the reader by presenting a scenario in which RAC Roadside might be useful and emphasise the benefit of this kind of cover. As a result, copy lacks the caring, personal tone that RAC is trying to achieve.

Credibility

Copy is generally free of mistakes in spelling and punctuation. However, the sentence "Right now you'll get up to £40 cashback online" doesn't make sense in the context in which it appears.

http://www.rac.co.uk/web/uk-breakdown/solution1.cgi?affinity_name=default

Solution 1



The screenshot shows the RAC website's 'Breakdown cover' page for 'Solution 1'. The page features a navigation menu on the left with links to Home, Route planner, Breakdown cover, Insurance, Personal Injury, Vehicle checks, Windcreens, Driving lessons, Business customers, RAC shop, News, Advice, Forum, RAC Report on Motoring, Existing members, and Contact us. The main content area is titled 'Breakdown cover' and 'UK breakdown cover - Solution 1'. It includes a 'Buy online and get £25 cashback' banner and a table comparing three pricing options: Single, Joint, and Family. The table lists the price you pay, the price including cashback, and a 'Buy now' button for each option. Below the table, there is a section titled 'What you get with RAC Solution 1' listing various benefits such as roadside assistance, repair referral, exclusive accident care, and nationwide recovery. The page also includes a 'Need help?' section with a 'Give us a call' button and a 'Compare Solutions' section with a 'Compare all RAC Solutions' button. The footer contains contact information and a copyright notice for RAC - An Aviva Company.

Single	Joint	Family
Price you pay £95.00	Price you pay £121.00	Price you pay £168.00
Price including cashback £79.00	Price including cashback £96.00	Price including cashback £143.00
Buy now	Buy now	Buy now

What you get with RAC Solution 1

- Roadside assistance** anywhere in the UK, 24 hours a day, 365 days a year as long as you are at least 1/2 of a mile from home.
- Repair referral** and tow to RAC approved garage (within 10 miles) where you'll get priority attention. Most RAC vehicles are fitted with special equipment so we can transport you direct without waiting for a tow truck to arrive.
- Exclusive Accident Care** help and advice. Our expert, friendly team know exactly what to do in the event of an accident, even if you don't. You get round the clock legal and insurance advice, access to RAC approved solicitors and specialist personal injury claims service.*
- Nationwide recovery** - our promise to transport you and up to seven others to your UK destination. We'll get you where you need to be.
- 10% 'no call-out' discount on renewal†. So even if you don't need us, you still benefit!

Upgrade

Want to be covered if you break down at home?

RAC Solutions 2, 3 and 4 include 'At Home' cover as standard. This means we'll come to your rescue even if your car breaks down outside your house. Right now you'll get up to £40 cashback online*. [Find out more](#)

Need to keep on the move?

Choose our 'onward travel' service as an optional extra for just £41 and we'll give you a replacement car for up to 3 days while yours is being fixed. Or, if you'd prefer, you could have overnight accommodation or onward travel by taxi, train or plane.

Solution 1 with 'Onward Travel' option - [buy now](#)

*The cashback value you receive will be dependent on the level of cover you choose (Roadside Assistance excluded) up to a maximum of £40 and will be available only to customers who purchase via the annual continuous payment method. Your cashback will be processed within 45 days of your cover start date, subject to your policy still being in force after your 14-day cooling-off period. This offer is not available to existing RAC Members and may be withdrawn at any time. [Full terms and conditions apply](#)

* Full service depends on whether in our judgment the accident was fault or non-fault. Charges may apply for services we arrange on your behalf.

† 10% discount off your annual renewal applies if you haven't called us during your membership year.

Contact us | About us | Team RAC | Press centre | Careers at RAC | Legal information | Site map | © RAC - An Aviva Company

Usability observations

Top previous pages	%	Top next pages	%
/web/uk-breakdown/index.htm	56.99%	/web/uk-breakdown/index.htm	54.65%
/web/brand/main	10.88%	...eakdowncover/uk/application/quote/cover-options	16.27%
/web/uk-breakdown/roadside.cgi	9.84%	web/uk-breakdown/roadside.cgi	4.05%
...eakdowncover/uk/application/quote/cover-options	6.73%	/web/uk-breakdown/solution3.cgi	3.48%
All other previous pages	15.56%	All other next pages	21.54%

Site exit point 24%

Same issues as before with navigation and with user trends in terms of not making purchase from this page. No suggested change apart from navigation fix.

Copy usability

This insurance is poorly explained, which impacts on usability. “Upgrade” as a heading isn’t benefit-driven or meaningful. “Single” “Joint” and “Family” could do with more explanation.

The use of product names on the right is confusing, particularly “Why choose RAC Rescue”. RAC Rescue isn’t mentioned anywhere else on the page.

An introductory paragraph would help the reader to understand where they are in the site and what they can do on this page.

We recommend developing a standard, repeatable format for articles of this type to improve usability and aid scan-reading.

Findability

“Breakdown” is used in the main heading and sub-heading, but there is little evidence of keywords/phrases in the body copy and cross-headings.

Plain language

Language is reasonably plain, although there is jargon in the small print eg: “personal based cover”. However, copy is clunky, cluttered with product names and doesn’t flow well, for example, “In addition to our RAC Roadside cover, Solution 1 comes with our Nationwide Recovery promise...”

Branding and tone of voice

Lack of examples and scene-setting means that copy doesn’t connect with the reader in a personal way. There’s nothing compelling about the copy and nothing to really

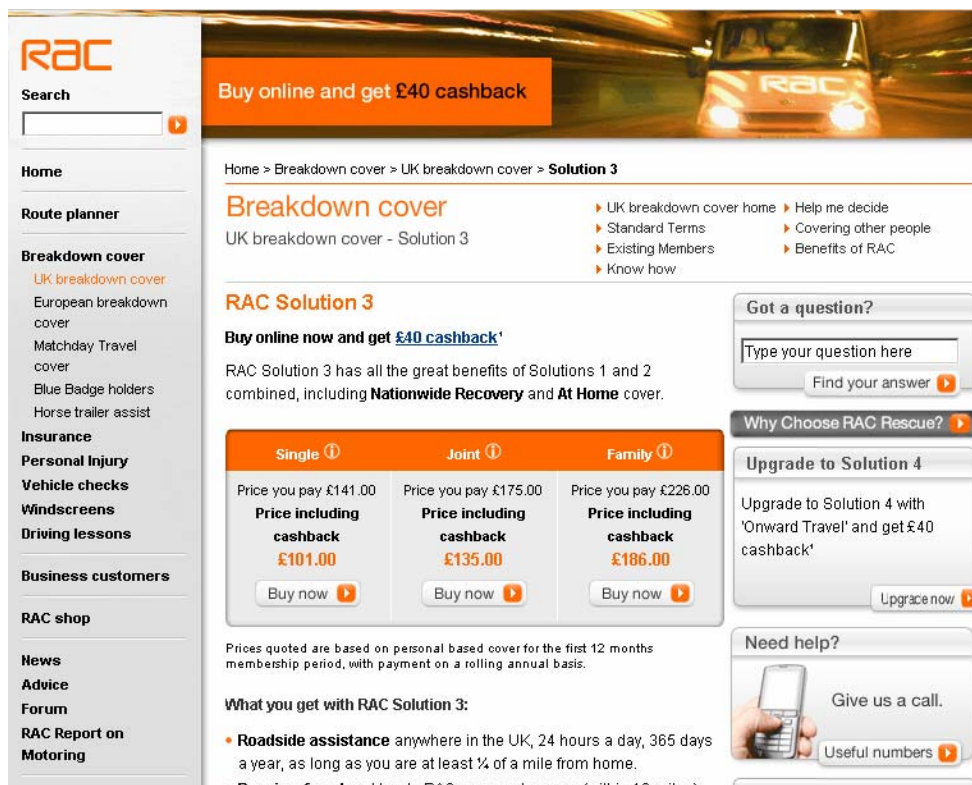
draw the reader in. Cash back is given priority in the introduction, but is this really the most compelling thing about this product?

Credibility

Inconsistent use of inverted commas. Why does "onward travel" and "no call-out" need them?

http://www.rac.co.uk/web/uk-breakdown/solution3.cgi?affinity_name=default

Solution 3



RAC

Search

Home

Route planner

Breakdown cover

UK breakdown cover

European breakdown cover

Matchday Travel cover

Blue Badge holders

Horse trailer assist

Insurance

Personal Injury

Vehicle checks

Windscreens

Driving lessons

Business customers

RAC shop

News

Advice

Forum

RAC Report on Motoring

Buy online and get £40 cashback

Home > Breakdown cover > UK breakdown cover > **Solution 3**

Breakdown cover

UK breakdown cover - Solution 3

UK breakdown cover home

Help me decide

Standard Terms

Covering other people

Existing Members

Benefits of RAC

Know how

RAC Solution 3

Buy online now and get **£40 cashback**

RAC Solution 3 has all the great benefits of Solutions 1 and 2 combined, including **Nationwide Recovery** and **At Home** cover.

Single ①	Joint ①	Family ①
Price you pay £141.00	Price you pay £175.00	Price you pay £226.00
Price including cashback	Price including cashback	Price including cashback
£101.00	£135.00	£186.00
Buy now	Buy now	Buy now

Prices quoted are based on personal based cover for the first 12 months membership period, with payment on a rolling annual basis.

What you get with RAC Solution 3:

- Roadside assistance** anywhere in the UK, 24 hours a day, 365 days a year, as long as you are at least ¼ of a mile from home.
- Repair referral** and tow to RAC approved garage (within 10 miles)

Got a question?

Type your question here

Find your answer

Why Choose RAC Rescue?

Upgrade to Solution 4

Upgrade to Solution 4 with 'Onward Travel' and get £40 cashback

Upgrade now

Need help?

Give us a call.

Useful numbers

Usability observations

Top previous pages	%	Top next pages	%
/web/uk-breakdown/index.htm	72.04%	/web/uk-breakdown/index.htm	50.63%
/web/uk-breakdown/solution1.cgi	6.45%	...eakdowncover/uk/application/quote/cover-options	13.92%
/web/brand/main	5.37%	/web/uk-breakdown/cashback-offer-2.htm	6.32%
/web/uk-breakdown/solution2.cgi	5.37%	/web/uk-breakdown/solution1.cgi	3.79%
All other previous pages	10.77%	All other next pages	25.34%

Site exit point 26%

Same issues as before with navigation and with user trends in terms of not making purchase from this page. The only way of looking between solutions is to keep navigating back to the solutions table.

Solution

- UK breakdown pages need the solutions links on every page.

Copy usability

This product is poorly explained. The copy assumes that the reader has already seen other related pages, which may not be the case, eg: "RAC Solution 3 has all the great benefits of Solutions 1 and 2 combined, including Nationwide Recovery and At Home cover."

An introductory paragraph would help the reader to understand where they are in the site and what they can do on this page.

Chemistry recommend developing a standard, repeatable format for articles of this type to improve usability and aid scan-reading.

Findability

"Breakdown" is used in the main heading and sub-heading, but there is little evidence of keywords/phrases in the body copy and cross-headings.

Plain language

Language is reasonably plain, although jargon does creep in, eg "transport you" (rather than "take you to") and "personal based cover".

Branding and tone of voice

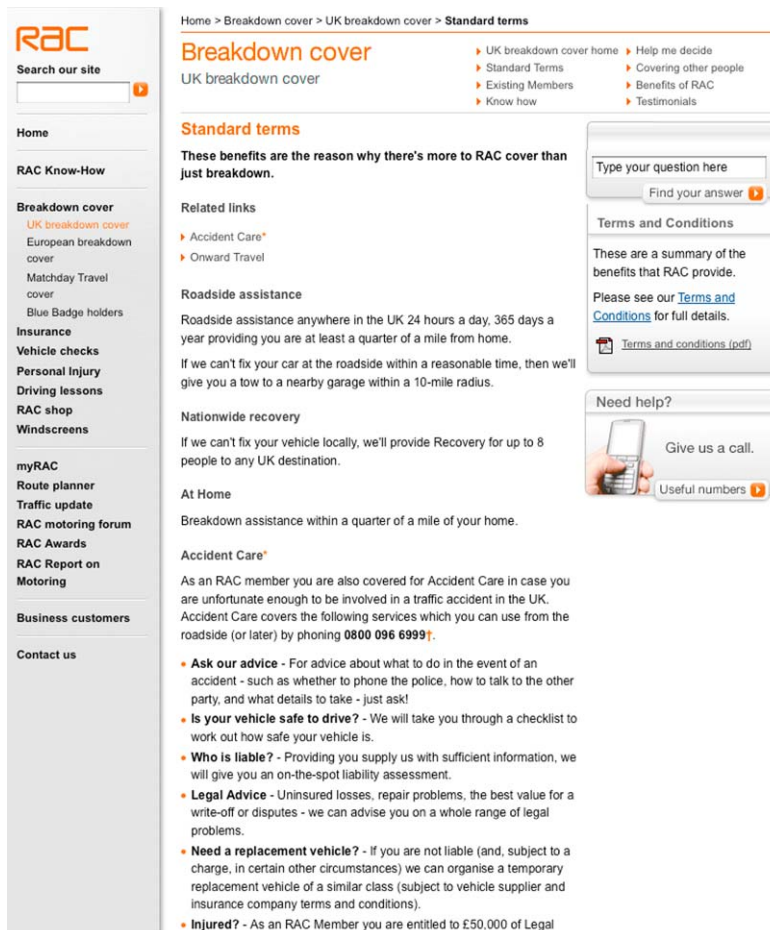
Lack of examples and scene-setting means that copy doesn't connect with the reader in a personal way. There's nothing compelling about the copy and nothing to really draw the reader in. Cashback is again given priority in the introduction, but is this really the most compelling thing about this product?

Credibility

The symbol for "one quarter" is small and very difficult to read.

<http://www.rac.co.uk/web/uk-breakdown/standard-terms.htm>

Standard terms



Home > Breakdown cover > UK breakdown cover > **Standard terms**

Breakdown cover

UK breakdown cover

- UK breakdown cover home
- Standard Terms
- Existing Members
- Know how
- Help me decide
- Covering other people
- Benefits of RAC
- Testimonials

Standard terms

These benefits are the reason why there's more to RAC cover than just breakdown.

Related links

- Accident Care*
- Onward Travel

Roadside assistance

Roadside assistance anywhere in the UK 24 hours a day, 365 days a year providing you are at least a quarter of a mile from home.

If we can't fix your car at the roadside within a reasonable time, then we'll give you a tow to a nearby garage within a 10-mile radius.

Nationwide recovery

If we can't fix your vehicle locally, we'll provide Recovery for up to 8 people to any UK destination.

At Home

Breakdown assistance within a quarter of a mile of your home.

Accident Care*

As an RAC member you are also covered for Accident Care in case you are unfortunate enough to be involved in a traffic accident in the UK. Accident Care covers the following services which you can use from the roadside (or later) by phoning **0800 096 6999**.

- Ask our advice** - For advice about what to do in the event of an accident - such as whether to phone the police, how to talk to the other party, and what details to take - just ask!
- Is your vehicle safe to drive?** - We will take you through a checklist to work out how safe your vehicle is.
- Who is liable?** - Providing you supply us with sufficient information, we will give you an on-the-spot liability assessment.
- Legal Advice** - Uninsured losses, repair problems, the best value for a write-off or disputes - we can advise you on a whole range of legal problems.
- Need a replacement vehicle?** - If you are not liable (and, subject to a charge, in certain other circumstances) we can organise a temporary replacement vehicle of a similar class (subject to vehicle supplier and insurance company terms and conditions).
- Injured?** - As an RAC Member you are entitled to £50,000 of Legal

Need help?

Give us a call.

Useful numbers

Usability observations

Top previous pages	%	Top next pages	%
/web/uk-breakdown/index.htm	45.83%	/web/uk-breakdown/index.htm	22.85%
/web/uk-breakdown/benefits.htm	12.50%	/web/uk-breakdown/help-me-decide/index.cgi	20.00%
/web/uk-breakdown/existing-members.htm	8.33%	/web/uk-breakdown/existing-members.htm	17.14%
/web/uk-breakdown/roadside.cgi	6.25%	/web/uk-breakdown/benefits.htm	11.42%
All other previous pages	27.09%	All other next pages	28.59%

Site exit point 29%

Same issues as before with navigation. The two buttons 'help me decide' and 'view all packages' could be moved from the bottom of the page to the top to promote better use as not all users will read down to the end of the page. Users are not abandoning the page and continue the journey looking for benefits and the correct solution for them.

Solution

- Move The two buttons 'help me decide' and 'view all packages' to the top of the page and or duplicate.

Copy usability

The purpose of this page is completely unclear. Is it a glossary of standard terms, a set of terms and conditions or an explanation of the features of certain policies?

Following the introductory sentence with links away from the page is also confusing for the user.

A page this long would ideally have a sub-menu to allow the reader to go straight to the copy that interests them. However, in this case the purpose and focus of the page needs to be re-thought and the copy completely rewritten.

Findability

There is some optimisation for breakdown in the main heading and sub-heading, but little evidence of optimisation in the body copy, although it could be optimised for key terms very easily.

Plain language

Language is reasonably plain, but there's a complete lack of consistency in the way in which the terms are presented. Some are phrases, some are product names and some are questions. There's also inconsistency in the use of capitals. Why does "Recovery" have one, for example?

There is also some clunky jargon eg: "Please remember we may obtain goods or services on your behalf from third parties and will not be responsible for your relationship with these parties (insurance companies, lawyers and garages for instance, unless we notify you otherwise)."

Branding and tone of voice

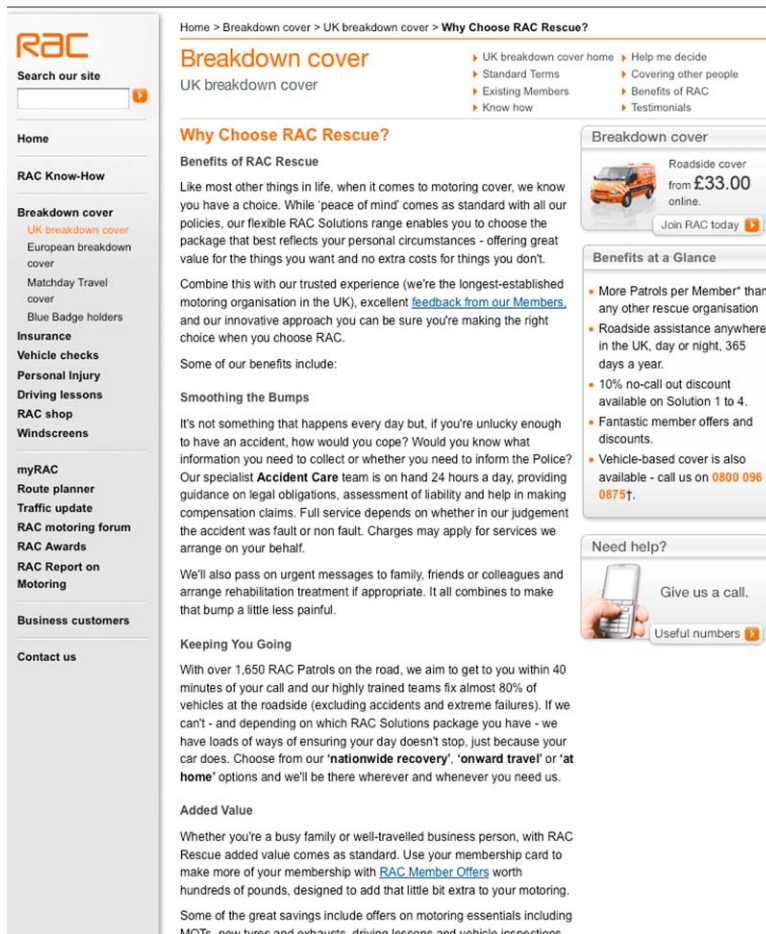
The lack of focus and inconsistency of this page doesn't support the RAC brand. It's unlikely that the reader would be able to find any useful information here.

Credibility

The confused nature of this page compromises its credibility. Some of the copy doesn't seem to make much sense – "What is not covered?" is particularly puzzling.

<http://www.rac.co.uk/web/uk-breakdown/benefits.htm>

Benefits of RAC



Home > Breakdown cover > UK breakdown cover > Why Choose RAC Rescue?

Breakdown cover

UK breakdown cover

Why Choose RAC Rescue?

Benefits of RAC Rescue

Like most other things in life, when it comes to motoring cover, we know you have a choice. While 'peace of mind' comes as standard with all our policies, our flexible RAC Solutions range enables you to choose the package that best reflects your personal circumstances - offering great value for the things you want and no extra costs for things you don't.

Combine this with our trusted experience (we're the longest-established motoring organisation in the UK), excellent [feedback from our Members](#), and our innovative approach you can be sure you're making the right choice when you choose RAC.

Some of our benefits include:

Soothing the Bumps

It's not something that happens every day but, if you're unlucky enough to have an accident, how would you cope? Would you know what information you need to collect or whether you need to inform the Police? Our specialist **Accident Care** team is on hand 24 hours a day, providing guidance on legal obligations, assessment of liability and help in making compensation claims. Full service depends on whether in our judgement the accident was fault or non fault. Charges may apply for services we arrange on your behalf.

We'll also pass on urgent messages to family, friends or colleagues and arrange rehabilitation treatment if appropriate. It all combines to make that bump a little less painful.

Keeping You Going

With over 1,650 RAC Patrols on the road, we aim to get to you within 40 minutes of your call and our highly trained teams fix almost 80% of vehicles at the roadside (excluding accidents and extreme failures). If we can't - and depending on which RAC Solutions package you have - we have loads of ways of ensuring your day doesn't stop, just because your car does. Choose from our '**nationwide recovery**', '**onward travel**' or '**at home**' options and we'll be there wherever and whenever you need us.

Added Value

Whether you're a busy family or well-travelled business person, with RAC Rescue added value comes as standard. Use your membership card to make more of your membership with [RAC Member Offers](#) worth hundreds of pounds, designed to add that little bit extra to your motoring.

Some of the great savings include offers on motoring essentials including MOTs, new tyres and exhausts, driving lessons and vehicle inspections.

Breakdown cover

Roadside cover from **£33.00** online.

Join RAC today

Benefits at a Glance

- More Patrols per Member* than any other rescue organisation
- Roadside assistance anywhere in the UK, day or night, 365 days a year.
- 10% no-call out discount available on Solution 1 to 4.
- Fantastic member offers and discounts.
- Vehicle-based cover is also available - call us on **0800 096 0875†**.

Need help?

Give us a call.

Useful numbers

Usability observations

Top previous pages	%	Top next pages	%
/web/uk-breakdown/index.htm	38.01%	/web/uk-breakdown/index.htm	42.00%
/web/uk-breakdown/roadside.cgi	26.72%	/web/uk-breakdown/roadside.cgi	19.57%
/web/brand/main	10.59%	/web/uk-breakdown/standard-terms.htm	9.53%
/web/uk-breakdown/standard-terms.htm	5.76%	/web/myrac/index.htm	3.57%
All other previous pages	18.92%	All other next pages	25.32%

Site exit point 16%

Very low abandonment rate and users staying within content type , breakdown.

Same issues as before with navigation. Benefits at a glance on the left column are a nice touch giving relevant information in a quick precise manner. No changes advised.

Copy usability

Use of product names is confusing: the heading reads “RAC Breakdown”, but the product is referred to as “RAC Rescue” in the sub-heading and body copy.

Cross headings like: “Smoothing the bumps” and “Keeping you going” might work well for magazines but are not sufficiently descriptive or instantly meaningful for online.

Copy isn’t presented in a web-friendly way. It’s slabby and lacks bullet points and words in bold for easy scan reading.

The page is long, so a sub-menu is needed at the beginning to allow readers to go straight to the copy they are interested in.

Findability

There is some optimisation for breakdown in the main heading and sub-heading, but few key terms appear in the body copy, although it could be optimised quite easily. Optimisation opportunities are also missed in the cross headings.

Plain language

Language is generally plain, but copy is rambling. It needs to get to the point more quickly.

Branding and tone of voice

A caring, responsive, more personal tone of voice is in evidence on this page although it needs to be more succinctly conveyed.

Credibility

There are several punctuation issues on this page. Capital letters are used at the start of each word in the cross headings which isn’t best practice, as capitals should be kept to a minimum for easy readability. Capitals are also used incorrectly in “Patrols” and “Members” in the right-hand panel. There’s no reason for “peace of mind” to have inverted commas.

<http://www.rac.co.uk/web/traffic-update/>

Traffic update

RAC

Search our site

Home

RAC Know-How

Breakdown cover

Insurance

Vehicle checks

Personal Injury

Driving lessons

RAC shop

Windscreens

myRAC

Route planner

Traffic update

RAC motoring forum

RAC Awards

RAC Report on Motoring

Business customers

Contact us


Home > **Traffic Update**

Traffic Update

Live Traffic Update by region

- ▶ Greater London
- ▶ Northern England
- ▶ South East England
- ▶ Wales
- ▶ Scotland
- ▶ Midlands
- ▶ South West England

RAC's UK Traffic Update Map keeps you moving. Choose a region above or click on an area of the map for up to the minute information on traffic delays.



* The RAC UK Traffic Update Map is refreshed every 30 seconds and is supported by a network of 7,500 sensors constantly monitoring traffic flow over 8,000 miles of motorways and A-roads to keep you on the move.
 * Use to zoom in and out.
 * Zoom in to see the icons that denote the direction and speed (mph) of the delay.

[Traffic Update on your mobile](#)

Discover how to access the latest traffic information when away from the RAC website.

[Download Traffic Update to your PDA with AvantGo](#)

Accuracy of information

We try to ensure the accuracy of all information provided to you as part of these services. However, this should not be construed as advice from RAC and we do not accept any liability arising from decisions or actions taken as a result of the information provided.

* Using a mobile phone whilst driving can be dangerous and may endanger the safety of other road users. RAC recommends that you park safely before using the 1740 service. Calls can also be made to **0906 470 1740**

Usability observations

Top previous pages	%	Top next pages	%
/web/index.htm	19.82%	...ic-update/traffic-update-south-east-england.htm	20.95%
/web/routeplanner/results	12.52%	...raffic-update/traffic-update-greater-london.htm	16.17%
/web/routeplanner/index.htm	11.03%	/web/traffic-update/traffic-update-midlands.htm	14.10%
...ic-update/traffic-update-south-east-england.htm	7.88%	...ffic-update/traffic-update-northern-england.htm	9.52%
All other previous pages	48.75%	All other next pages	39.26%

Site exit point 60%

Users mainly reach the page from the home page or from route planner, once they have identified traffic problems they leave the site.

Users first see the 'call to action' phone number (1740) this looks like an advertisement and is easily overlooked.

The application is simple to use and offers simple information back in return showing the direction of the slow traffic and the speed. Users can select your region rather than dragging the map to the location. The only downside identified is that A roads are not identified on the map i.e. the M25 is labeled but no other roads are so if users are looking in an area unfamiliar to your home town you are going to have a hard time knowing what road the delay is on.

Solution

- Label 'A' roads on the map.

Copy usability

Good, although the meaning of "speed of delay" isn't clear.

Findability

Page doesn't contain key terms, apart from RAC.

Plain language

Language could be more active. For example "We update our map every 30 seconds" rather than "The RAC UK Map is refreshed every 30 seconds"

Language used in the "Accuracy of information" section is very stiff and formal.

Branding and tone of voice

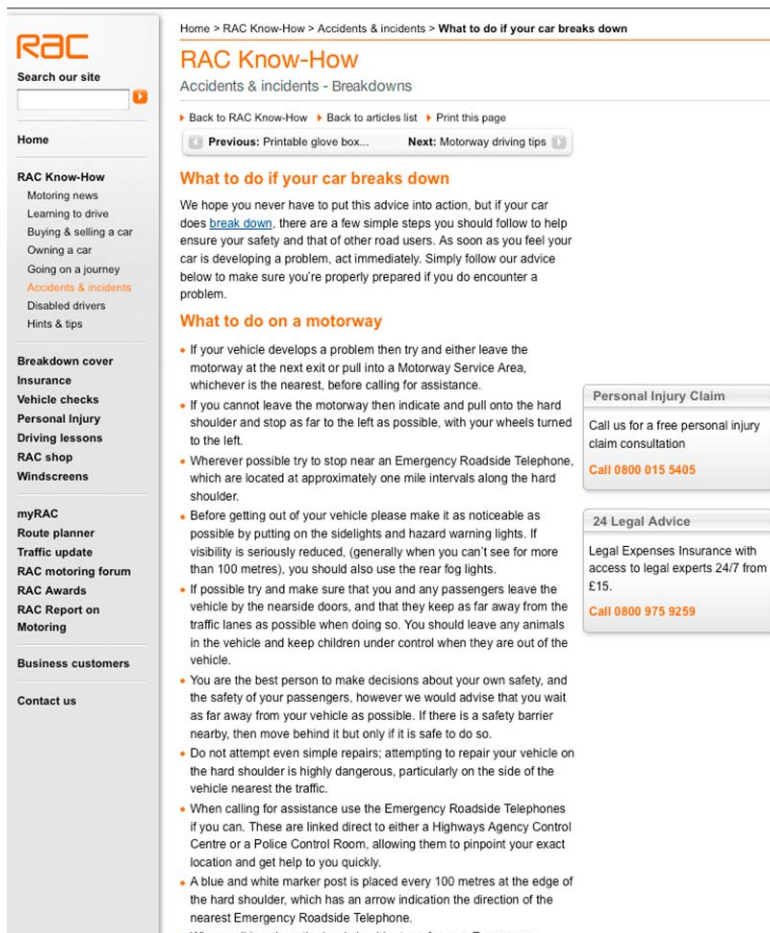
This tool gives an impression of the RAC as forward-thinking and helpful. However, language could be used more skilfully on the page to reinforce tonal values, particularly in terms of the RAC as a caring organisation.

Credibility

Capital letters are over-used on this page. "Map" and "Update" don't need them. "Up to the minute" needs hyphens.

<http://www.rac.co.uk/web/know-how/accidents-incidents/breakdown/what-if-my-car-breaks-down-accidents-incidents.htm>

RAC know how - accidents & incidents – breakdowns



The screenshot shows the RAC Know-How website. The left sidebar contains a search bar and a navigation menu with links to Home, RAC Know-How (Motoring news, Learning to drive, Buying & selling a car, Owning a car, Going on a journey, Accidents & incidents, Disabled drivers, Hints & tips), Breakdown cover, Insurance, Vehicle checks, Personal Injury, Driving lessons, RAC shop, Windscreens, myRAC (Route planner, Traffic update, RAC motoring forum, RAC Awards, RAC Report on Motoring), Business customers, and Contact us. The main content area is titled 'What to do if your car breaks down' and includes a breadcrumb trail: Home > RAC Know-How > Accidents & incidents > What to do if your car breaks down. Below the title is a paragraph of advice on what to do if your car breaks down. To the right of the main text are two callout boxes: 'Personal Injury Claim' with a phone number 0800 015 5405, and '24 Legal Advice' with a phone number 0800 975 9259. The bottom of the page features a list of bullet points providing further advice on what to do on a motorway.

Usability observations

Top previous pages	%	Top next pages	%
/web/know-how/index.htm	39.28%	/web/know-how/index.htm	29.41%
/web/know-how/accidents-incidents/index.htm	14.28%	/web/breakdowncover/index.htm	11.76%
/web/search.htm	14.28%	/web/index.htm	11.76%
/web/forum/showthread.php	7.14%	/web/know-how/hints-tips/index.htm	11.76%
All other previous pages	25.02%	All other next pages	35.31%

Site exit point 57%

The navigation elements at the top of the page along with the print options are handy and simple. The glove box printable accident form is a useful resource to print out. The page is quite long in content but there is no obvious plus of splitting the content into pages. Promo boxes are content specific, personal injury and 24hr legal advice. No suggestions.

Copy usability

Very poor. Over-long bullet texts do nothing to compensate for large slabs of text without highlighting or secondary headings to aid scan-reading. This page needs cutting or at the very least, should include a list of links to sections at the start.

There is no standfirst to give the reader an idea of what's to come.

We recommend developing a standard, repeatable format for articles of this type to improve usability and aid scan-reading.

"RAC know-how" isn't a sufficiently descriptive heading for the web. "Accidents and incidents – breakdown" isn't a meaningful sub-heading.

Findability

Important key terms are mentioned in copy but not made the most of in title or links – the title includes "breaks down" but not "breakdown", and there is a single link in the first paragraph using "break down" as the anchor text.

Plain language

Language is overly formal and official in tone, for example: "Wherever possible try to stop near an Emergency Roadside Telephone, which are located at approximately one mile intervals along the hard shoulder." Why not "... which you'll find about a mile apart along the hard shoulder"?

Copy is also rather with repetition and poor flow, for example: "If your vehicle develops a problem then try and get your vehicle off the road if at all possible and parked in a safe position so it doesn't cause an obstruction to other road users."

Branding and tone of voice

The presence of this type of copy reinforces the impression of the RAC as a caring and personal organisation, but this needs to be done more succinctly and in a way that's more engaging for the reader.

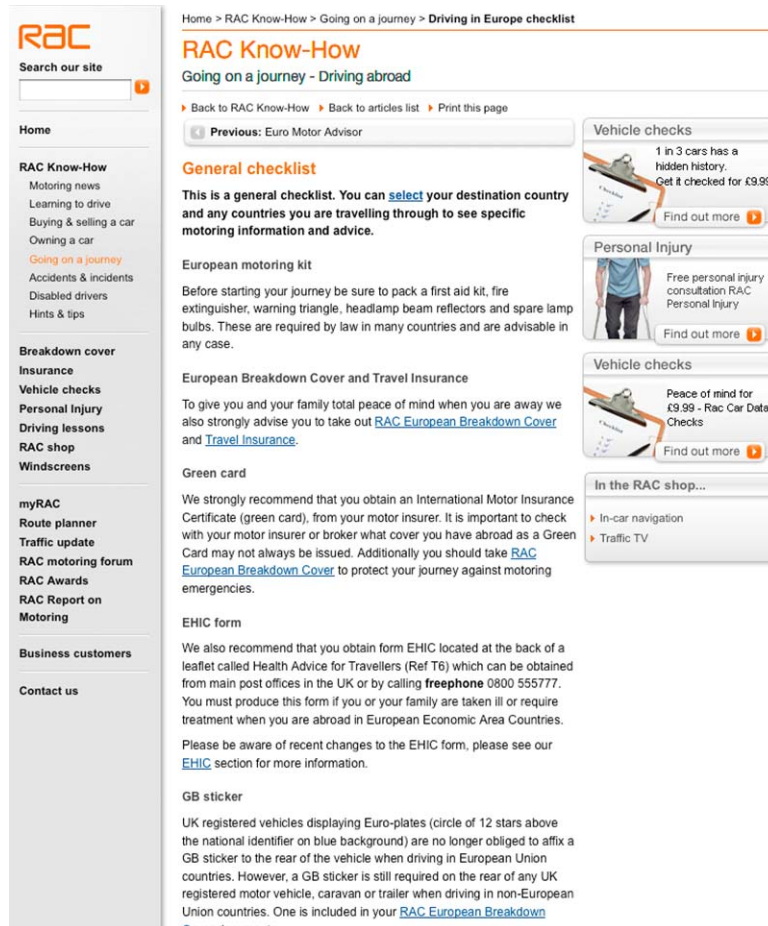
Credibility

Reads as authoritative, but doesn't actually convey credibility as it's too difficult to read and off tone. It reads as if it comes from another website.

Capital letters are over-used on this page, for example in "Motorway Service Area" and "Emergency Roadside Telephone".

<http://www.rac.co.uk/web/know-how/going-on-a-journey/driving-abroad/driving-abroad-checklist.htm>

RAC know how - driving in Europe check list



Home > RAC Know-How > Going on a journey > Driving in Europe checklist

RAC Know-How

Going on a journey - Driving abroad

Back to RAC Know-How | Back to articles list | Print this page

Previous: Euro Motor Advisor

General checklist

This is a general checklist. You can [select](#) your destination country and any countries you are travelling through to see specific motoring information and advice.

European motoring kit

Before starting your journey be sure to pack a first aid kit, fire extinguisher, warning triangle, headlamp beam reflectors and spare lamp bulbs. These are required by law in many countries and are advisable in any case.

European Breakdown Cover and Travel Insurance

To give you and your family total peace of mind when you are away we also strongly advise you to take out [RAC European Breakdown Cover](#) and [Travel Insurance](#).

Green card

We strongly recommend that you obtain an International Motor Insurance Certificate (green card), from your motor insurer. It is important to check with your motor insurer or broker what cover you have abroad as a Green Card may not always be issued. Additionally you should take [RAC European Breakdown Cover](#) to protect your journey against motoring emergencies.

EHIC form

We also recommend that you obtain form EHIC located at the back of a leaflet called Health Advice for Travellers (Ref T6) which can be obtained from main post offices in the UK or by calling **freephone** 0800 555777. You must produce this form if you or your family are taken ill or require treatment when you are abroad in European Economic Area Countries. Please be aware of recent changes to the EHIC form, please see our [EHIC](#) section for more information.

GB sticker

UK registered vehicles displaying Euro-plates (circle of 12 stars above the national identifier on blue background) are no longer obliged to affix a GB sticker to the rear of the vehicle when driving in European Union countries. However, a GB sticker is still required on the rear of any UK registered motor vehicle, caravan or trailer when driving in non-European Union countries. One is included in your [RAC European Breakdown Cover](#) documents.

Vehicle checks

1 in 3 cars has a hidden history. Get it checked for £9.99

[Find out more](#)

Personal Injury

Free personal injury consultation RAC Personal Injury

[Find out more](#)

Vehicle checks

Peace of mind for £9.99 - RAC Car Data Checks

[Find out more](#)

In the RAC shop...

- In-car navigation
- Traffic TV

Usability observations

Top previous pages	%	Top next pages	%
/web/know-how/going-on-a-journey/index.htm	48.27%	...-advisor.cgi??european-motoring-advisor-initial	50.00%
/web/search.htm	20.68%	/web/search.htm	15.38%
...-advisor.cgi??european-motoring-advisor-initial	13.79%	/web/euro-breakdown/index.htm	11.53%
...n-a-journey/driving-abroad/countries/france.htm	6.89%	/web/know-how/going-on-a-journey/index.htm	11.53%
All other previous pages	10.37%	All other next pages	11.56%

Site exit point 36%

The 'know how' pages have the challenge of navigation. How they have approached this is to rely on the crumb trail and informing the user where they have previously been and the next article with links also to go back to the know how landing page or to the list of articles in the section you are currently in. This solution does work but the user has not got the choices of articles and article sections in front of them to prompt them to carry on the journey to another article. Chemistry suggests spending some time in looking into the 'know how' section and finding a navigation solution which enables the user more choice, get an impression of all the other content, cross linked, most popular and related.

Copy usability

Three promotional boxes on the right all have identical headlines – "Vehicle checks". This looks at first glance as if it must be a mistake.

Main body of text is generally good – copy is broken up with subheadings and short paragraphs. But the standfirst is not doing its job properly, sending readers off to another page rather than encouraging them to read the article.

Usability would be improved by a menu list of links at the start of the article. Chemistry recommend developing a standard, repeatable format for articles of this type (checklists).

Headline and subhead are too far from the body of the text to make the connection clear – it looks as if the article is called "General checklist".

Findability

Link text is used to highlight search term "breakdown cover" but this doesn't appear in the title. Otherwise generally good.

Plain language

Official language takes over: "UK registered vehicles displaying Euro-plates (circle of 12 stars above the national identifier on blue background) are no longer obliged to affix a GB sticker to the rear of the vehicle when driving in European Union countries." This could be expressed in simpler, friendlier language.

Branding and tone of voice

Copy isn't written with readers in mind – needs to be more direct and personal, for example when writing things like:

"Drivers must be at least 21 years old and have a full year's car driving experience. Special documents and tachographs are mandatory throughout the EU."

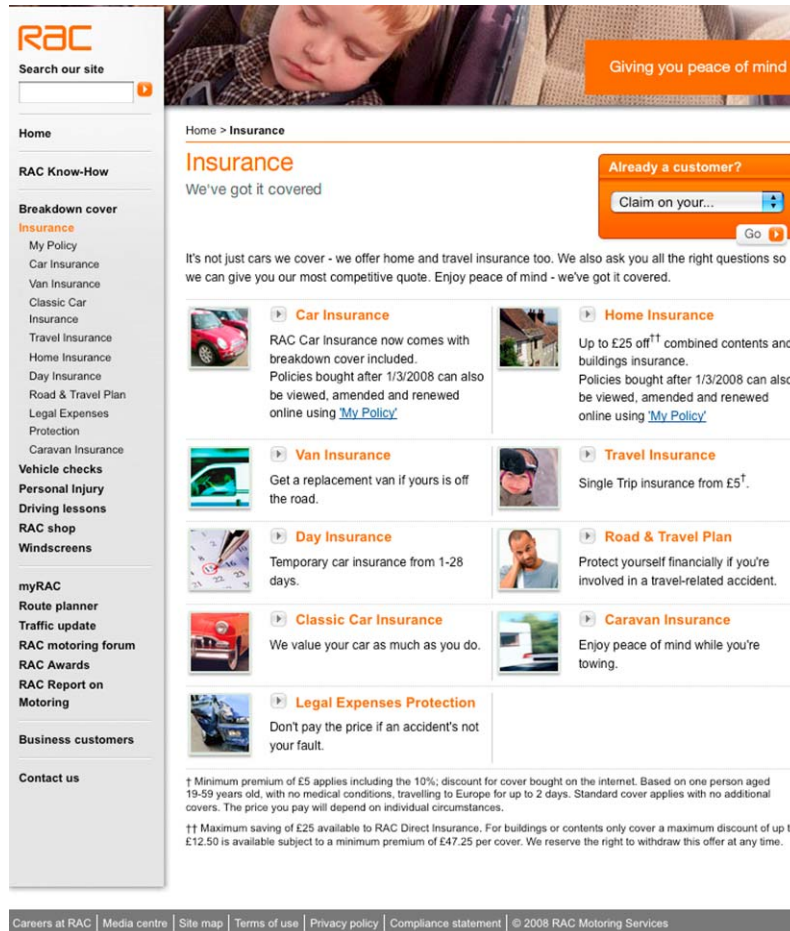
This sentence would work much better if re-written to address the driver as "you".

Credibility

Material seems accurate and up-to-date.

<http://www.rac.co.uk/web/insurance/>

Insurance landing page



The screenshot shows the RAC Insurance landing page. On the left is a navigation menu with sections: RAC Know-How, Breakdown cover, Vehicle checks, Personal Injury, Driving lessons, RAC shop, Windscreens, myRAC, and Business customers. The main content area features a hero image of a child in a car seat with the text 'Giving you peace of mind'. Below this is a 'Home > Insurance' breadcrumb and a 'We've got it covered' message. A 'Already a customer?' section includes a 'Claim on your...' dropdown and a 'Go' button. The main body lists various insurance products: Car Insurance, Home Insurance, Van Insurance, Travel Insurance, Day Insurance, Road & Travel Plan, Classic Car Insurance, Caravan Insurance, and Legal Expenses Protection. Each product has a small icon and a brief description. At the bottom, there are footnotes explaining minimum premiums and maximum savings.

RAC
Search our site

Home

RAC Know-How

Breakdown cover
Insurance
My Policy
Car Insurance
Van Insurance
Classic Car Insurance
Travel Insurance
Home Insurance
Day Insurance
Road & Travel Plan
Legal Expenses Protection
Caravan Insurance

Vehicle checks
Personal Injury
Driving lessons
RAC shop
Windscreens

myRAC
Route planner
Traffic update
RAC motoring forum
RAC Awards
RAC Report on Motoring

Business customers

Contact us

Home > Insurance

Insurance

We've got it covered

Already a customer?
Claim on your...
Go

It's not just cars we cover - we offer home and travel insurance too. We also ask you all the right questions so we can give you our most competitive quote. Enjoy peace of mind - we've got it covered.

Car Insurance
RAC Car Insurance now comes with breakdown cover included. Policies bought after 1/3/2008 can also be viewed, amended and renewed online using [My Policy](#).

Home Insurance
Up to £25 off^{††} combined contents and buildings insurance. Policies bought after 1/3/2008 can also be viewed, amended and renewed online using [My Policy](#).

Van Insurance
Get a replacement van if yours is off the road.

Travel Insurance
Single Trip insurance from £5[†].

Day Insurance
Temporary car insurance from 1-28 days.

Road & Travel Plan
Protect yourself financially if you're involved in a travel-related accident.

Classic Car Insurance
We value your car as much as you do.

Caravan Insurance
Enjoy peace of mind while you're towing.

Legal Expenses Protection
Don't pay the price if an accident's not your fault.

† Minimum premium of £5 applies including the 10% discount for cover bought on the internet. Based on one person aged 19-59 years old, with no medical conditions, travelling to Europe for up to 2 days. Standard cover applies with no additional covers. The price you pay will depend on individual circumstances.

†† Maximum saving of £25 available to RAC Direct Insurance. For buildings or contents only cover a maximum discount of up to £12.50 is available subject to a minimum premium of £47.25 per cover. We reserve the right to withdraw this offer at any time.

Careers at RAC | Media centre | Site map | Terms of use | Privacy policy | Compliance statement | © 2008 RAC Motoring Services

Usability observations

Top previous pages	%	Top next pages	%
/web/insurance/index.htm	40.71%	/web/insurance/car/quote/main-form	63.42%
/web/brand/main	12.89%	/insurance/revisit/login	7.42%
/web/index.htm	12.44%	/web/index.htm	3.73%
/web/insurance/car/quote/main-form	6.97%	/web/insurance/index.htm	2.52%
All other previous pages	26.99%	All other next pages	22.91%

Site exit point 11%

Statistically the page is doing what it was designed to do. The secondary navigation accompanied by the explanations in the body of the page makes sure everyone knows where they are going. The claims drop down is a good simple solution to kicking off the claims process. The value of this page comes from those two points, explanation of cover types and the claims dropdown.

Copy usability

Generally good. Copy is divided into small sections with clear headings that are easy to scan-read.

Standfirst copy for Car and Home insurance could be improved – it's too detailed and doesn't belong on the home page.

Chemistry recommend developing a standard format for landing pages.

Findability

Use of key phrases in headings and links is good practice – however these phrases (such as “car insurance”) are also extremely hotly contested and so this page may not rank particularly highly.

Title mentions Motorcycle Insurance but there's no mention of this on the page itself.

Plain language

Good use of plain language, for example: “Get a replacement van if yours is off the road”.

Branding and tone of voice

The brand and tone of voice need attention. The introductory paragraph for the whole page is confused about its purpose – is “we've got it covered” part of the brand for this product?

The supporting text for the products is very descriptive, rather than making it clear why the RAC product is better than any others out there. A missed opportunity for some branding, especially since users are comparison shoppers.

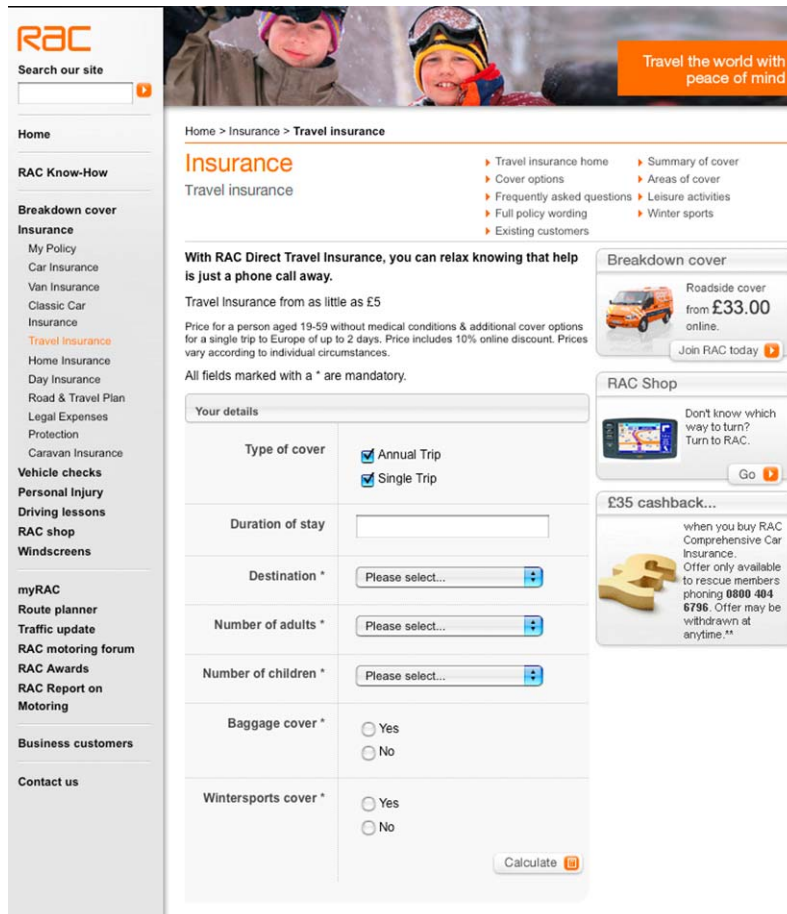
Credibility

Including text that needs footnotes and disclaimers on this page (rather than on the product page itself) could potentially undermine credibility.

Title mentions Motorcycle Insurance but there's no mention of this on the page itself.

<http://www.rac.co.uk/web/travel-insurance/index.cgi>

Travel insurance



RAC
Search our site

Home

RAC Know-How

Breakdown cover

Insurance

My Policy
Car Insurance
Van Insurance
Classic Car Insurance
Travel Insurance
Home Insurance
Day Insurance
Road & Travel Plan
Legal Expenses
Protection
Caravan Insurance

Vehicle checks

Personal Injury

Driving lessons

RAC shop

Windscreens

myRAC

Route planner
Traffic update
RAC motoring forum
RAC Awards
RAC Report on Motoring

Business customers

Contact us

Travel the world with peace of mind

Home > Insurance > Travel insurance

Insurance
Travel insurance

- Travel insurance home
- Cover options
- Frequently asked questions
- Full policy wording
- Existing customers
- Summary of cover
- Areas of cover
- Leisure activities
- Winter sports

With RAC Direct Travel Insurance, you can relax knowing that help is just a phone call away.

Travel Insurance from as little as £5

Price for a person aged 19-59 without medical conditions & additional cover options for a single trip to Europe of up to 2 days. Price includes 10% online discount. Prices vary according to individual circumstances.

All fields marked with a * are mandatory.

Your details

Type of cover	<input checked="" type="checkbox"/> Annual Trip <input checked="" type="checkbox"/> Single Trip
Duration of stay	<input type="text"/>
Destination *	Please select...
Number of adults *	Please select...
Number of children *	Please select...
Baggage cover *	<input type="radio"/> Yes <input type="radio"/> No
Wintersports cover *	<input type="radio"/> Yes <input type="radio"/> No

Calculate

Breakdown cover

Roadside cover from **£33.00** online.
Join RAC today

RAC Shop

Don't know which way to turn? Turn to RAC.
Go

£35 cashback...

when you buy RAC Comprehensive Car Insurance.
Offer only available to rescue members phoning **0800 404 6796**. Offer may be withdrawn at anytime.**

Usability observations

Top previous pages	%	Top next pages	%
/web/insurance/index.htm	31.94%	...l-insurance/index.cgi??travel-quick-quote-error	35.93%
/web/search.htm	13.88%	...surance/index.cgi??travel-quick-quote-completed	18.75%
/web/car-insurance/index.htm	11.11%	/web/home-insurance/index.htm	12.50%
/web/classic-car-insurance/index.htm	34.74%	/web/car-insurance/index.htm	10.93%
All other previous pages	26.99%	All other next pages	21.89%

Page abandonment 22%

Users navigate away from this page as they do not have all the information they require to move on with the purchase journey. The navigation at the top right of the page is heavily used; users want to know more about the cover. Users don't see this as the travel insurance home page as they repeatedly click the home link in the top left of the page. Chemistry suggests users feel they have entered the travel insurance journey mid way through and expect more detail/introduction to RAC travel insurance. Chemistry believes this user journey could be improved.

Solution

- Improve navigation top left of page, fix active and inactive link relating to home link.
- Due to the heavy use of the navigation/links this suggests users are not finding what they want. Include more introductory and policy information on the home page.

Copy usability

This page is back-to-front – the benefits of the product are hidden below the form! The only information the reader is given before they are asked to fill in a form is that the price starts at £5 (subject to a large disclaimer).

It needs at least some introductory copy explaining what can be found on this page and what the user can do here.

Findability

"Travel insurance" is not a priority key phrase but the page follows good practice in using it in the title tag and in copy. There would be more opportunity for organic SEO if there were more copy on the page.

Plain language

Poor. The page uses legal and official-sounding language as most of the text on this page is disclaimers.

Branding and tone of voice

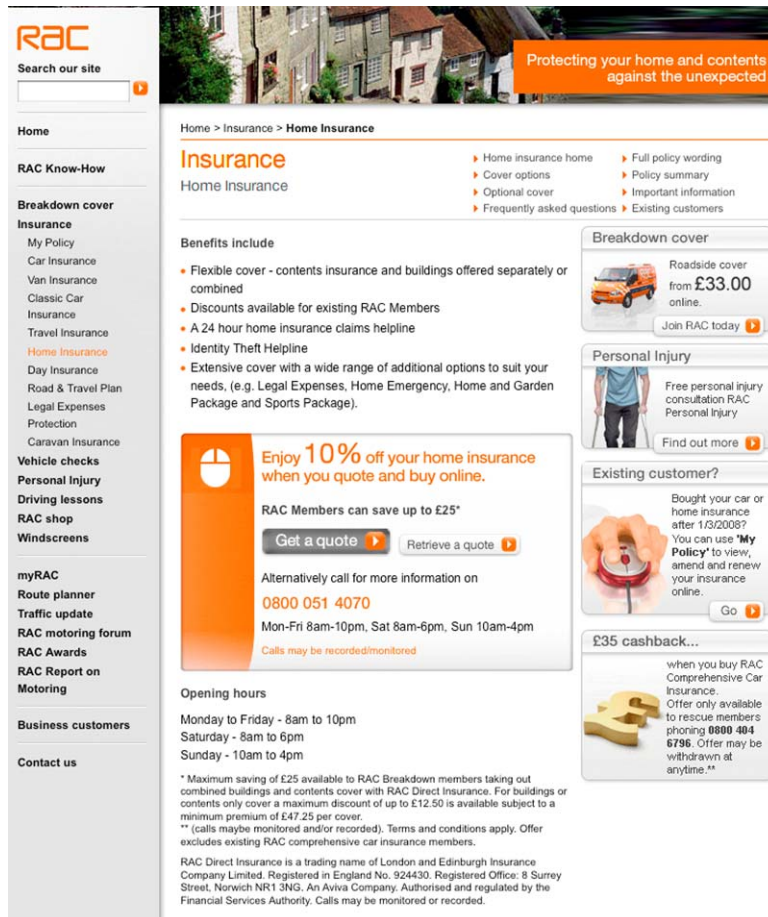
Most of the text on this page is in the form of legal disclaimers, which means it does not conform to the brand tone of voice.

Credibility

No obvious problems but there should be more copy on this page.

<http://www.rac.co.uk/web/home-insurance/>

Home insurance



The screenshot shows the RAC Home Insurance website. The header features the RAC logo and a search bar. A navigation menu on the left lists various services including Home Insurance, Breakdown cover, Vehicle checks, Personal Injury, Driving lessons, RAC shop, Windscreens, myRAC, Route planner, Traffic update, RAC motoring forum, RAC Awards, RAC Report on Motoring, Business customers, and Contact us. The main content area is titled 'Home > Insurance > Home Insurance' and includes a 'Protecting your home and contents against the unexpected' banner. Below this, there's a 'Benefits include' section with bullet points about flexible cover, discounts for existing members, a 24-hour helpline, and identity theft help. A central orange box promotes a 10% discount on home insurance when quoted and bought online, with a 'Get a quote' button. To the right, there are several promotional boxes: 'Breakdown cover' with roadside cover from £33.00, 'Personal Injury' with free consultation, 'Existing customer?' with a 'My Policy' link, and '£35 cashback...' for RAC Comprehensive Car Insurance. The footer contains opening hours and a disclaimer.

Usability observations

Top previous pages	%	Top next pages	%
/web/insurance/index.htm	44.17%	/web/insurance/home/assumptions.htm	51.98%
/web/brand/main	15.04%	/web/home-insurance/existing-customers.htm	7.04%
/web/insurance/home/assumptions.htm	7.28%	/web/insurance/index.htm	6.60%
...insurance/index.cgi??travel-quick-quote-initial	3.88%	/insurance/revisit/login	3.96%
All other previous pages	29.63%	All other next pages	30.42%

Site exit point 18 %

Users are again heavily using the navigation/links in the top right of the page suggesting they are eager for more information. Most of the page clicks on this page are for getting a quote so Chemistry does not suggest removing the importance/positioning of this link but to include more information on cover options. Users like to have the wealth of the information in front of them in one place in order to make a decision. Having to navigate around the page to collect all the info you need to make a decision is not beneficial to getting a purchase. It is not beneficial however to cram content onto a page making it congested and difficult to follow.

Solution

- Include more information on the cover, high-level.

Copy usability

Some of the benefits are actually features – eg “Flexible cover”. The benefit here is something like “only pay for what you need”.

Leads with the “benefits” section but needs a short narrative introduction that sets the product apart from other similar offerings by competitors.

Circular link to “home insurance home” is confusing.

Why are the opening hours repeated in the display ad and in the copy?

Chemistry recommend developing a standard repeatable format for pages of this type.

Findability

“Home insurance” only appears once in the copy, though it does appear in the page title and in links.

Description of specialist areas is a missed opportunity to include keywords “insurance” or “cover” – eg “Legal expenses insurance, home emergency cover”.

Plain language

Should explain more clearly what the additional options mean. Also, some opportunities to use more ordinary language – “or” instead of “alternatively”.

Unnecessary use of passive voice: “contents insurance and buildings offered separately or combined”.

Branding and tone of voice


There’s no distinctive tone of voice here – the language is very flat.

Credibility


Punctuation occasionally questionable: “additional options to suit your needs, (e.g. Legal...)”.

<http://www.racbusiness.co.uk/breakdown/small-fleets/>

Business breakdown 1-5 vehicles



Whatever your business requirements, it's RAC to the rescue

Search 

Home

About us
Contact us
Useful information
RAC Awards
Sitemap

Accident Services
Breakdown
Fleets (1-5 vehicles)
Select (6+ vehicles)
Leasing & contract hire
Manufacturers
Taxi & Minicab
Commercial vehicle assistance -
Manufacturers /
Leasing & Contract hire
Commercial vehicle assistance - Fleets
Call & claim handling
Inspections
RAC Warranty
Risk management
Signage
Traffic & telematics
Vehicle preparation

Fleets
Dealerships
Manufacturers
Financial Services
Auto Windscreens

Breakdown

Roadside Assistance for 1 to 5 vehicles

Fantastic value breakdown assistance from RAC

- RAC Small Business cover is designed to keep businesses with up to 5 vehicles moving
- Cover is available in a wide variety of options to meet your specific business needs
- RAC Small Business cover can be a tax deductible expense
- Cover is available for vehicles up to 8 metres in length

To take out cover and benefit from our extremely competitive rates simply take look at the table below, decide which option best suits your needs and call us on **0870 600 1350**

Payment can be made by credit card, debit card, cheque or invoice

Compare our levels of cover

Benefit	Small Business One	Small Business Two	Small Business Three	Minibus Assist One	Minibus Assist Two
Roadside Protection for your vehicle on the road, 24 hours a day, 365 days a year anywhere in mainland UK, wherever is driving. Plus towing to the nearest garage within a 10 mile radius.	✓	✓	✓	✓	✓
Recovery (only available with Roadside) If your vehicle can't be fixed locally within a reasonable time, it will be recovered to any UK mainland destination together with the driver and up to 7 passengers.		✓	✓	✓	✓
At Home (only available with Roadside) Breakdown assistance right outside your home or business base.	✓	✓	✓	✓	✓
Onward Travel (only available with Recovery) If we can't fix your vehicle at the roadside a Personal Incident Manager will arrange for a replacement car for up to 3 days, or overnight accommodation, or onward travel by taxi or plane. In addition, we can pass on messages informing anyone who needs to know that you've broken down. Onward Travel is only available with Recovery.			✓		✓
European Cover Ensure that you and your drivers are supported whilst travelling abroad with assistance for breakdown, accident or fire across mainland Europe.	Optional	Optional	Optional	Optional	Optional
Single vehicle price Covers any driver in the registered vehicle	£78.00	£114.50	£121.50	Ecall	Ecall

Usability observations

Top previous pages	%	Top next pages	%
/business/business/breakdown/index.htm	48.55%	/business/business/breakdown/index.htm	32.11%
/business/business/fleets/small-fleets/index.htm	34.78%	/business/business/fleets/small-fleets/index.htm	16.96%
/business/business/breakdown/commercial-vehicle-assistance/index.htm	3.26%	/business/business/index.htm	5.45%
/business/business/breakdown/commercial-assistance-landm/index.htm	1.81%	/business/business/breakdown/rac-select/index.htm	4.84%
All other previous pages	11.60%	All other next pages	40.63%

Site exit point 50%

This page lists out the types of cover available for a small fleet of 1-5 vehicles and prompts users to call the call centre to find out more information and purchase the service. This page is uninspiring and makes no effort to engage the user. If a table format is to be used then it needs redesigning to make more focus on the cover types and benefits. The page also does offer any further information about the RAC and benefits or a help you choose app like the regular breakdown pages. Why can cover not be purchased online?

Solution

- Redesign page to better show/promote cover and benefits
- Supporting pages on benefit's and why choose RAC etc.
- Purchase cover online

Copy usability

What's the product name? The copy mentions "Standard Small Business Cover" in paragraph below table but this isn't one of the options described in the table, and the page is called "Breakdown", or possibly "Roadside Assistance". This is potentially very confusing.

The content should be more benefit-driven – currently the bullet points each focus on a feature first.

Organisation of the page is confusing: text below the table should be above it, with the table as a quick reference.

The table is confusing too: the column headed "benefit" actually describes features. Text is too small and the heading of each feature needs to be more clearly separated from the descriptive text below it.

Chemistry recommend developing a standard format for this type of page.

Findability

Title tag is very poor – "RAC Business Solutions". There are no key words in this, the most important search element. Suggest "Fleet breakdown cover" or similar.

"Roadside assistance" is not a key phrase we need to focus on. "Breakdown cover" or "breakdown recovery" should be targeted.

Plain language

Unnecessary use of passive voice: "Payment can be made".

Overly formal language in product descriptions: "Ensure that you and your drivers are supported whilst travelling abroad..."

Branding and tone of voice

Slogan in banner is vague and over-promising – "whatever your business requirements, it's RAC to the rescue". Specific realistic product claims are more effective online.

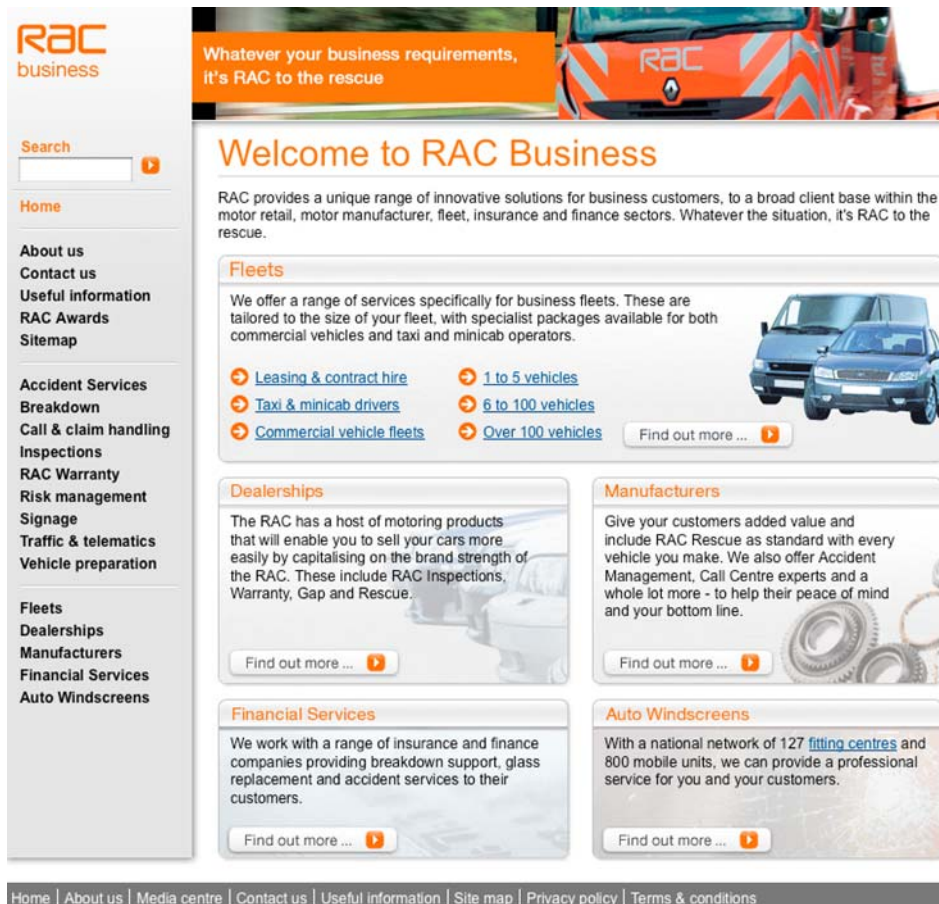
The content doesn't focus on the person but on the policy – it describes feature after feature without talking enough about benefits.

Credibility

The content doesn't back up claims: it talks about "fantastic value" and "extremely competitive rates" but nowhere mentions a price.

<http://www.racbusiness.co.uk/>

Welcome to RAC business



The screenshot shows the RAC Business website homepage. The header features the RAC Business logo and a tagline: "Whatever your business requirements, it's RAC to the rescue". Below this is a large banner with the text "Welcome to RAC Business" and a description of the services. The main content area is divided into several sections: "Fleets", "Dealerships", "Manufacturers", "Financial Services", and "Auto Windscreens". Each section includes a brief description of the services and a "Find out more ..." link. The left sidebar contains a search bar and a list of navigation links: Home, About us, Contact us, Useful information, RAC Awards, Sitemap, Accident Services, Breakdown, Call & claim handling, Inspections, RAC Warranty, Risk management, Signage, Traffic & telematics, Vehicle preparation, Fleets, Dealerships, Manufacturers, Financial Services, and Auto Windscreens. The footer contains a navigation bar with links: Home | About us | Media centre | Contact us | Useful information | Site map | Privacy policy | Terms & conditions.

Usability observations

Top previous pages	%	Top next pages	%
/web/brand/main	7.40%	/business/business/fleets/small-fleets/index.htm	13.00%
/web/uk-breakdown/index.htm	7.40%	/business/business/contact-us/index.cgi	6.56%
/web/index.htm	6.77%	/web/index.htm	6.32%
/business/business/fleets/small-fleets/index.htm	5.01%	/business/business/fleets/medium-fleets/index.htm	5.84%
All other previous pages	73.42%	All other next pages	68.28%

Site exit point 20%

The business home page is functional giving the fleets options in the content panel; basically directing users on a journey after identify for instance the number of vehicles in the fleet. Chemistry see nothing wrong with this approach to identify a user then give the most relevant information. The page its self is dull and not inspiring, it does not promote use in its current design. The navigation makes sense and Chemistry see nothing essentially wrong with the site structure its just boring.

Solution

- Redesign the page in terms of look and feel and make the user journeys (fleet options) more inviting.

Copy usability

“Welcome to RAC business” is redundant. “Welcome” is bad fore search and directory listings.

The box headings refer to both customer groups and services, which is confusing. “For dealerships” and “For manufacturers” would be better. “Financial services” needs to be clarified.

Links need to be more descriptive than “find out more”.

Findability

Copy and links don’t contain the most popular key words and phrases.

Plain language

Language is rather stiff, formal and clumsy. Benefits often come at the middle or end of sentences, which isn’t desirable. For example: “The RAC has a host of motoring products that will enable you to sell your cars more easily by capitalising on the brand strength of the RAC.” This sentence should be rewritten to focus on the benefit (selling your cars more easily).

Branding and tone of voice

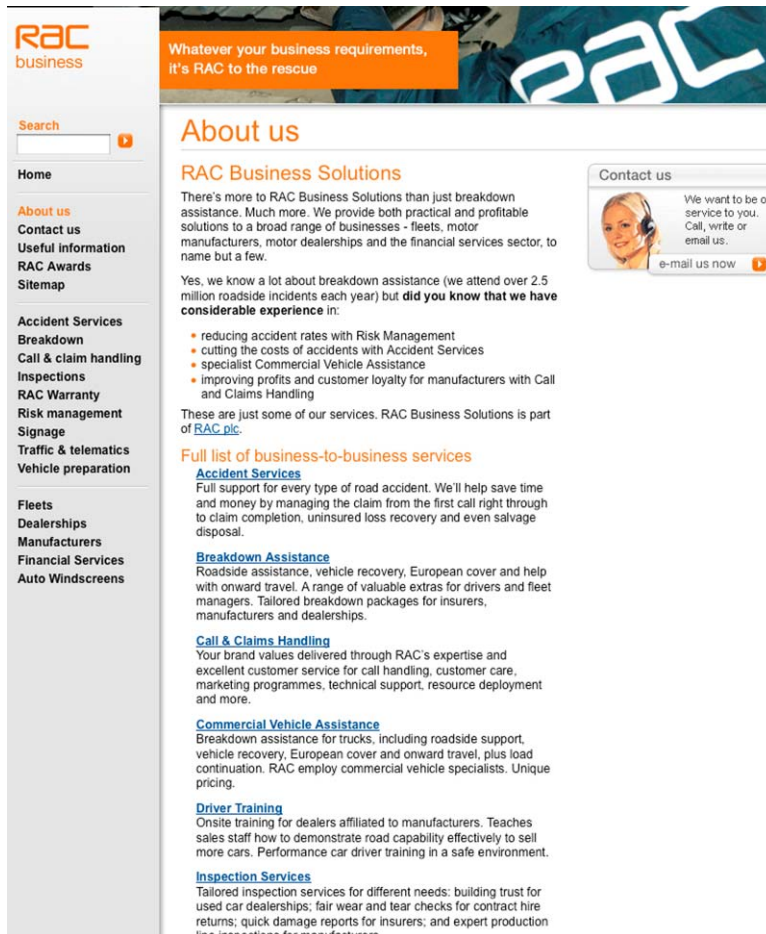
Greater use needs to be made of “we” and “you” to convey the desired less formal, more personal tone.

Credibility

Good – copy is free of spelling and grammatical errors.

<http://www.racbusiness.co.uk/about-us/>

About us



RAC business

Whatever your business requirements, it's RAC to the rescue

About us

RAC Business Solutions

There's more to RAC Business Solutions than just breakdown assistance. Much more. We provide both practical and profitable solutions to a broad range of businesses - fleets, motor manufacturers, motor dealerships and the financial services sector, to name but a few.

Yes, we know a lot about breakdown assistance (we attend over 2.5 million roadside incidents each year) but **did you know that we have considerable experience in:**

- reducing accident rates with Risk Management
- cutting the costs of accidents with Accident Services
- specialist Commercial Vehicle Assistance
- improving profits and customer loyalty for manufacturers with Call and Claims Handling

These are just some of our services. RAC Business Solutions is part of [RAC plc](#).

Full list of business-to-business services

Accident Services
Full support for every type of road accident. We'll help save time and money by managing the claim from the first call right through to claim completion, uninsured loss recovery and even salvage disposal.

Breakdown Assistance
Roadside assistance, vehicle recovery, European cover and help with onward travel. A range of valuable extras for drivers and fleet managers. Tailored breakdown packages for insurers, manufacturers and dealerships.

Call & Claims Handling
Your brand values delivered through RAC's expertise and excellent customer service for call handling, customer care, marketing programmes, technical support, resource deployment and more.

Commercial Vehicle Assistance
Breakdown assistance for trucks, including roadside support, vehicle recovery, European cover and onward travel, plus load continuation. RAC employ commercial vehicle specialists. Unique pricing.

Driver Training
Onsite training for dealers affiliated to manufacturers. Teaches sales staff how to demonstrate road capability effectively to sell more cars. Performance car driver training in a safe environment.

Inspection Services
Tailored inspection services for different needs: building trust for used car dealerships; fair wear and tear checks for contract hire returns; quick damage reports for insurers; and expert production line inspections for manufacturers.

Contact us

We want to be of service to you. Call, write or email us.

[e-mail us now](#)

Search

Home

About us

Contact us

Useful information

RAC Awards

Sitemap

Accident Services

Breakdown

Call & claim handling

Inspections

RAC Warranty

Risk management

Signage

Traffic & telematics

Vehicle preparation

Fleets

Dealerships

Manufacturers

Financial Services

Auto Windscreens

Usability observations

Top previous pages	%	Top next pages	%
/business/business/index.htm	33.00%	/business/business/index.htm	22.61%
.../useful-contacts/fleet-operations-law/index.htm	15.00%	.../useful-contacts/fleet-operations-law/index.htm	15.47%
/business/business/contact-us/index.cgi	14.00%	/business/business/contact-us/index.cgi	14.28%
/business/business/breakdown/index.htm	6.00%	/business/business/breakdown/index.htm	8.33%
All other previous pages	32.00%	All other next pages	39.31%

Site exit point 24%

The about us page list of services available with a short description of each. This is fine but does not tell the user about the RAC. This page should also be utilized to tell the

user everything about the RAC, history, achievements and so on. This about page should be a page to show business customers just how good the RAC is.

Solution

- Add content to impress users.

Copy usability

The sub-menu aids usability, but copy below each heading could be made more scannable by highlighting words in bold. The introductory paragraph is too long, pushing the sub-menu down the page.

Product names used in the bullet points could be made into links for greater usability.

The heading and sub-heading could be made more effective by including “RAC Business” in the main heading and making the sub-heading more explanatory.

Findability

Key terms such as “breakdown” are used in the body copy, but not in headings.

Plain language

Language is plain, but rather “magaziney”, eg: “There’s more to RAC Business Solutions than just breakdown assistance. Much more.” Introductions like this don’t work online – copy needs to get to the point immediately and be more straightforwardly informative.

The message in the right-hand box: “We want to be of service to you” is overly-formal and old fashioned.

Some of the paragraphs under the headings aren’t written in full sentences. This style is really more suitable for bullet points.

Branding and tone of voice

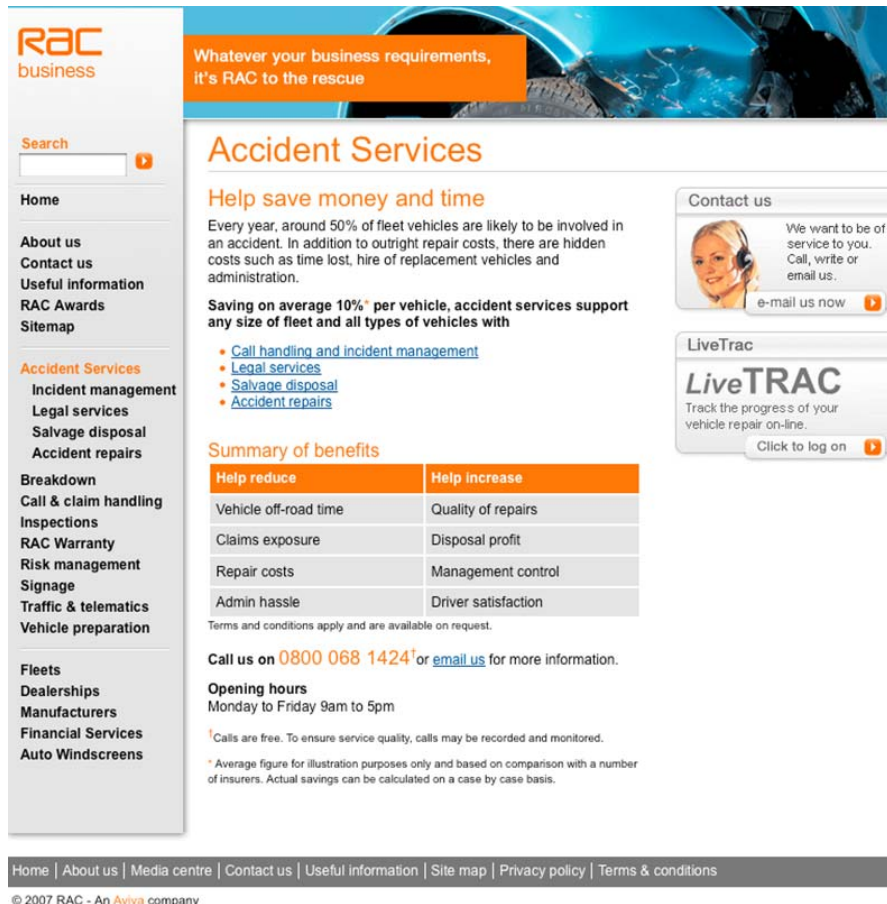
The language used here conveys a more personal tone than that of some of the other pages, but this needs to be done more succinctly.

Credibility

Again, thought needs to be given to the use of capital letters in headings. Does “Driver Training”, for example, really need a capital “T”?

<http://www.racbusiness.co.uk/accident-services/>

Business accident services



The screenshot shows the RAC Business Accident Services website. The header features the RAC Business logo and a banner with the text "Whatever your business requirements, it's RAC to the rescue". The main content area is titled "Accident Services" and includes a section "Help save money and time" with a paragraph explaining the benefits of RAC's services. Below this is a "Summary of benefits" table with two columns: "Help reduce" and "Help increase". The table lists various benefits such as "Vehicle off-road time", "Claims exposure", "Repair costs", "Admin hassle", "Quality of repairs", "Disposal profit", "Management control", and "Driver satisfaction". To the right of the main content is a "Contact us" section with a "LiveTrac" section. The footer contains a navigation menu with links to Home, About us, Media centre, Contact us, Useful information, Site map, Privacy policy, and Terms & conditions. The copyright notice at the bottom states "© 2007 RAC - An Aviva company".

Usability observations

Top previous pages	%	Top next pages	%
/business/business/index.htm	20.75%	...ces/call-handling-incident-management/index.htm	18.75%
...ces/call-handling-incident-management/index.htm	11.32%	/business/business/breakdown/index.htm	14.58%
...iness/business/breakdown/small-fleets/index.htm	11.32%	...ss/accident-services/accident-repairs/index.htm	10.41%
/business/business/about-us/index.htm	5.66%	...ness/accident-services/legal-services/index.htm	8.33%
All other previous pages	50.95%	All other next pages	47.93%

Site exit point 15%

The page is doing what we want it to do, explaining lightly the service and directing users to navigate between call handling and incident management, legal services, salvage disposal and accident repairs. The pages heavily prompt for users to call the call centre. The pages are dull and impersonal.

Solution

Create a case study showing how easier a transport managers role has become since the RAC are involved with the company fleet. Adding a face to the services offered and promoting the benefits more.

Copy usability

Layout is reasonably usable and scannable, but this is compromised by unengaging headings.

Findability

Headings don't include keywords.

Plain language

Language is plain but lifeless. For example, "Help save money and time" would be better as "Helping you save money and time". "Summary of benefits" is a very dull heading. Using "help" in the table headings makes the benefits sound uncertain.

Branding and tone of voice

Attempts are made to empathise and set the scene, but the tone is flat and dull.

Credibility

Copy appears to be accurate and up-to-date.

General comments about the RAC website

Copy usability

Copy is **not well organised** on many of the pages – important, engaging information about benefits is often buried at the bottom.

Inconsistency in product-naming also impacts on usability, with products sometimes being referred to by more than one name on the same page, eg: RAC Breakdown and RAC Rescue.

We recommend that **standard formats** are developed for landing pages, product pages and other repeated content types to make the pages more usable. Product names need to be used consistently to avoid confusion.

Branding/tone of voice

A particular concern on the site is that there is **no consistency in tone of voice** – it veers from the very formal, official and old-fashioned to magazine-type content which doesn't work well on the web.

Opportunities for "scene setting" are also missed and few examples of when you might want to use RAC insurance are given. This means that opportunities to personalise

copy and appeal to the customer on a more emotional level are missed. Instead pages tend to drop the reader straight into the product's features.

Credibility

Although the site appears up-to-date and is reasonably clear of spelling and grammatical errors, there is **inconsistency in style**. This is particularly evident in the use of capital letters and inverted commas.

We recommend a **comprehensive style guide** is developed to ensure uniformity.