

## Using the Library of Content to Build a Financial Library on Your Website

Choosing what content to provide on your website and deciding how to organize it can be difficult. The **Library of Content** includes an HTML formatted template for a Financial Library containing over 150 articles and worksheets to make those tasks easier. The template is designed as a central location for content with the flexibility to also provide direct links to specific articles from your product web pages and electronic newsletters.

### Template for front page of Financial Library

**Add Your Identification Name and logo**

*Tools, resources and information to help you take control of your financial future.*

**Financial Library You Can Explore By Topic**

[General Financial Articles](#)   [Saving for a Purpose](#)   [Using Debt Wisely](#)   [Facing New Financial & Life Events](#)

[Home & Residence](#)   [Insurance](#)   [Investing](#)   [Retirement](#)

[Income Taxes & Estate Planning](#)   [Issues For Parents](#)   [Small Business](#)   [Protect Your Financial Identity](#)

**Worksheets to Organize Your Finances**

[Personal Balance Sheet](#)   [Household Spending](#)   [Home Ownership](#)

[Insurance Information](#)   [Retirement Plan Info](#)   [Income Tax Info](#)

[Household Inventory](#)   [Personal Contacts](#)   [Locations of Documents](#)

**Family Records Almanac** – to organize and record and record important financial and family information.

If you wish to include calculators in the Financial Library, you can simply add them to the front page.

### HTML file structure of the Financial Library

**A central folder holds the files of the Financial Library**

The FrontPage file is what is shown above. You can add your identification or use a design that matches the rest of your website.

The folders contain the articles and worksheets that make up the Financial Library. In total, there are over 150 articles and worksheets. You can modify the files as you wish with references and links to your products.

This organizational structure enables you to manage the content in a logical way. Each quarter you review the updated files on the Library of Content CD and make the appropriate changes to your Financial Library.

The Library of Content also has a template for a Small Business Resource Center that includes a broader selection of business articles including Small Business Guides and Checklists.

### Updating the Financial Library

Each quarter, the Library of Content is updated with new articles and any needed revisions to existing content. The update cycle is February, May, August and November. Each update CD includes a folder with a complete current Library of Content and a separate folder with just the new and updated content. This makes it easy to identify what has been added or changed.

## Using a Financial Library for Maximum Effectiveness in Additional Ways

Along with serving as a handy central resource for consumers to learn about financial issues they care about, the Financial Library can be used in other ways. You can provide links to specific articles from other web pages to position your products as solutions.

### As Content on Your Home Page

Your home page is probably the most commonly visited page in your site. With visitors starting there before linking to other pages, you have the opportunity to get their attention with messages you want to deliver. If you are featuring a product promotion, supplement that message by also offering a link to an article relevant to that product. For instance, a CD promotion can be enhanced with an article on laddering maturities of CDs or a HELOC focus could include an article that describes the tax benefits and convenience of home equity loans.

### As Content on Your Rate and Online Banking Pages

Consider adding a link to a Laddering CD Maturities article along side your CD rates or a link to a Mortgage Refinancing article next to your mortgage rates. As consumers prepare to log in for online banking, offer a link to an article on Financial Planning Basics or the Family Records Almanac.

### As “Learn More” links on Product pages

When consumers visit a product page, they may be interested in that product or they may be comparing your product with those of competitors. Providing information relevant to the product can increase the likelihood they will choose your product. Here are relevant articles for 15 products.

Relevant Articles for 15 Products and Services		
<b>Checking Accounts</b> Make Your Money Work for You Direct Deposit The Right Types of Cash Accounts	<b>Savings Accounts</b> Building a Savings Cushion Automatic Savings Programs Save For Any Reason	<b>Children Accounts</b> Custodial Accounts for Children College Funding Options Save For College
<b>CDs</b> Planning for Major Purchases The Importance of the Federal Reserve Building a Ladder of CDs	<b>IRAs and Retirement</b> An IRA Refresher Four Components of a Secure Retirement Can \$5000 IRA Contributions Add Up?	<b>Online Banking</b> Ten Reasons to Consider Online Banking Protecting Internet Activities and Electronic Data Keeping Your Financial Life Simple
<b>Credit Cards</b> Evaluating Credit Cards Protecting Your Credit Card Activities Pay More Than the Credit Card Minimum	<b>Mortgages</b> Evaluating Mortgage Types Consider Refinancing Regardless of Rates Refinancing Your Mortgage	<b>Home Equity Loans</b> Tax Implications of Home Ownership Combining Your Real Estate Loans* Home Equity Loans
<b>Auto Loans</b> Buying Your First Car Reduce Your Auto Payments Financing Your Car	<b>Personal Loans</b> Developing a Wise Borrowing Strategy Preparing to Borrow Debt Consolidation	<b>Financial Planning Services</b> Nine Financial Planning Basics Planning for Your Financial Life Stages Starting on the Road to Financial Security
<b>Trust Services</b> Basics of Estate Planning Estate Planning is More Than Minimizing Taxes The Meaning of Probate	<b>Investment Services</b> Asset Allocation Building a Stock Portfolio Financial Market Indicators	<b>Safe Deposit Boxes</b> Safe Deposit Boxes Have an Organized Financial System Family Records Almanac

### As Links from an Electronic Newsletter

If you currently have an electronic newsletter, or are considering one, finding articles to accompany your marketing messages can be easier with content from the Financial Library. You can provide short introductions with links to “product relevant” articles or use a “seasonal” approach.

First Quarter Retirement & IRAs	Second Quarter Simplify Ones Financial Life	Third Quarter Organizing & Planning	Fourth Quarter Taxes & Estate Planning
<b>January</b> An IRA Refresher Wise Retirement Investments	<b>April</b> Ten Reasons to Consider Online Banking Planning for Major Purchases	<b>July</b> Developing a Wise Borrowing Strategy Evaluating Life Insurance	<b>October</b> Basics of Estate Planning Taxable, Tax Advantaged, Tax Deferred & Tax Free
<b>February</b> Components of a Secure Retirement IRA or Roth IRA?	<b>May</b> Building a Ladder of CDs Direct Deposit	<b>August</b> Nine Financial Planning Basics Mutual Fund Dollar Cost Averaging	<b>November</b> Tax Implications of Home Ownership Charitable Giving Strategies
<b>March</b> \$5000 IRA Contributions Add Up Understanding Social Security	<b>June</b> Automatic Savings Programs Measure Your Financial Progress	<b>September</b> Building a Stock Portfolio Establishing Good Financial Habits	<b>December</b> Family Records Almanac Making Annual \$12,000 Gifts