

LINK INSTRUCTIONS

Link From Your Website to Harland Clarke – Direct Link

The Direct Link experience requires end users to enter their 9-digit Transit Routing number and their Checking Account number in order to log in and order checks. The system utilizes previous order history and no private customer data displayed in this experience. The ability to change personalization or billing address is deactivated.

Direct link offers a robust product catalog for personal and business product lines, within a single online storefront. Customers can browse and preview customization options such as font, logo and over the signature line messages.

Link URLs

Consumer Checks <https://www.clarkeamerican.com/checks>

Business Checks <https://www.clarkeamerican.com/businesschecks>

Sample Images

<https://partner.clarkeamerican.com/content/financialinstitutions/linkinfo.html>

Guidelines

Use of HTML frames to persist your main navigation at the top of the check ordering site within your website is not recommended.

If you would like to track click volume per outbound link, you may provide a url query to identify which link on your side was clicked on. Add the URL parameter “reflink=xxxx” where xxxc is a unique link id that you can use to identify which links are being clicked most often. Analysis can be conducted by analyzing the referring links from the referring site (your website) to Harland Clarke. Example: <https://www.clarkeamerican.com/checks?reflink=1234>

Variables passed within URL string will be ignored in the direct link experience, except for tracking as described in item 3.

Use phrases like “order checks online” when possible to provide a pertinent explanation of what users should expect when they click the link.

Use of an open visible link is recommended, rather than a pass-through programming logic, like disclaimer pages with yes/no choices. Instead, disclaimers are best handled as user initiated popups (so they do not get blocked by popup blockers) that do not create an unnecessary step for customers. The reason we recommend this is that our Web statistics have shown that there is abandonment at every click in a sequence of mandatory pages to complete an order. The disclaimer page itself will result in some degree of abandonment.

There are multiple opportunities where users may browse to in search of link to order checks. Different users will look in different places, and if the link is not where they expect, then the link program may be less effective.

Key Pages to consider links (text or image):

Home Page - (and all pages with footer) - add order checks to the footer and link to Clarke homepage

Personal - add as an option to the side navigation menu and one ore more of the columns titled Personal Finance, Personal Accounts, Internet Banking, Other Services, etc.

Business - add as an option to the side navigation menu and the column titled Business Accounts, Commercial Banking, Small Business Banking, etc.

Site Map - add as options under Business and Personal list of links

Helpful Links - (replace the existing links to Clarke American)