



client: western union

content type: product detail page

- objective:
- reduce content "noise" and improve scannability
 - improve grammar and tone
 - limit paragraphs to no more than three lines of text
 - eliminate redundant content
 - reduce page scroll

BEFORE:	AFTER:
<p>Choose Western Union® Bill Payment Take care of bills fast. Get your money there quickly.</p> <p>Use our Quick Collect® bill payment service to send your payments quickly.</p>  <p>Send a mortgage payment by 3/31/2007 and be entered for a chance to win a full year of mortgage payments up to \$3000 per month! No purchase necessary. See official rules for details.</p> <p>Why choose the Quick Collect service</p> <ul style="list-style-type: none"> • Send your payments quickly <p>Price Online Services Estimate the cost to send money online.</p> <p>Select Service <input type="button" value="▼"/></p> <p>Once you choose a service, more options will be presented.</p> <p>Need help?</p> <p>Related Questions Q: What if I can't find my Biller in the drop down lists? See answer</p> <p>Q: Can I make other bill payments online? See answer</p>	<p>Western Union® Payment Services Send payments fast. Send payments for your mortgage, car loan, or other bills quickly and securely through our trusted network.</p> <p>We can help you avoid late fees and the high costs of other overnight delivery options.</p> <p>How It Works</p> <ol style="list-style-type: none"> 1. Choose your payment destination below 2. Use your Visa® or MasterCard® credit* or debit card (US bank-issued cards only) 3. Send online payments of up to \$300 or \$2,500  <p>Win Free Mortgage Payments!</p> <p>Send a mortgage payment by March 31st for a chance to win a year of mortgage payments!*</p> <p>*Up to \$3000 per month. No purchase necessary. See official rules for details.</p> <p>Price Online Services Estimate the cost to send money online.</p> <p>Select Service <input type="button" value="▼"/></p> <p>Once you choose a service, more options will be presented.</p>

- Service costs can be less than other overnight options.
- Help prevent late fees and avoid Biller service charges.
- Help maintain your good credit.
- Send money reliably through our trusted network.

What you'll need

- Your U.S. bank-issued Visa® or MasterCard® credit* or debit card. Online payments of up to \$300 or \$2,500 apply. Maximum limits may vary.
- You no longer need to have a Code City/State to send an online bill payment. Simply choose your Biller's name from the drop down menu. Registered users can also sign in to their account and use the "Send Again" feature.

* Your credit card issuer may charge an additional cash advance fee for this service.

Choose Your Biller From One of the Categories

Below:

You must select your biller from the proper category below to send payments correctly.

Mortgage	Choose this category to send a house payment.	Select Mortgage	Send Now
Automobile	Choose this category to	Select Auto	Send Now

(maximum limits may vary)

4. Receive a confirmation email that your payment was received
5. That's it!

Choose Your Payment Destination

Select your payment type and more options will be presented.

<input type="radio"/>	Mortgage Payment
<input type="radio"/>	Car Payment
<input type="radio"/>	Other Bill Payment
<input type="radio"/>	Correctional Facility Payment

<dynamic sample based on selection>

Select your payment destination and send now!

Mortgage Payment	Select Mortgage Biller	Send Now
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*** These billers do not accept credit or debit card payments. Please visit an Agent location to send your payment in cash.

Need help?

Related Questions

Q: What if I can't find my Biller in the drop down lists?

[See answer](#)

Q: Can I make other bill payments online?

[See answer](#)

	send a car payment.		
Other Billers	Choose this category for bills other than your car or house.	Select Other Billers	Send Now
Correctional	Choose this category to send money to your incarcerated loved one.	Select Correctional Facility	Send Now

Billers marked with asterisks (***) do not accept credit card payments. Please visit a nearby Agent location to make a cash payment.