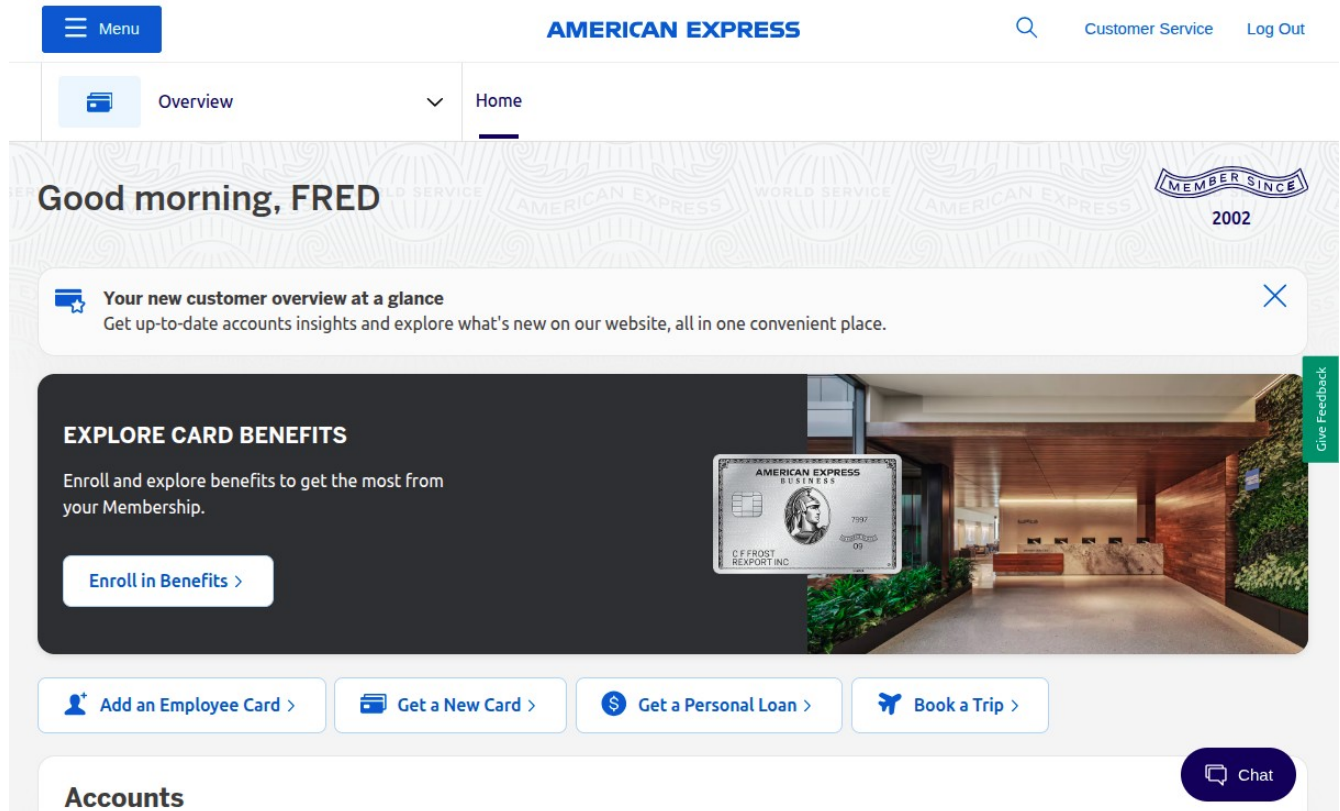


Stop crapping up your Web presence

It's the design folks at fault

The new age of Web stupidity

Brought to you today by American Express – my favorite credit card and financial services company. I have been a customer since the 1970s (even though they only seem to remember me since 2002), and their online presence has finally become so bad it calls for an article.



Already logged in, pressed several buttons to get here, and ...

This is the first page of my account summary. Note the actual account summary starts at the bottom of the page and has no meaningful content on the first page. It's all advertising to sign up to things I am, in some cases already signed up for, and more importantly, it makes is **HARD TO GET THE INFORMATION I ASKED FOR.**

As an aside, when I scroll down, the next page worth has about 30 words worth of useful information and the rest of it is not my accounts, and does not have useful information.

Also note there is no way to email this to them, so I just have to publish it...

Conclusions

Stop putting crap on your Web site – especially after I have logged in and asked for specific information. A little space for making it more pleasant is fine – but this crap should stop.