FTB Website Redesign

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September 12, 2019
FTB Website Redesign

Our Vision:

• Plain Language
• State Templates
• Improved Navigation
  – Task Oriented
  – Lean Content
• Accessible to All
Project Strategy

Old Website

- 28K Files

New Website

- New Website
  - 3% Content
  - Satisfies 95% visits

- Internal Repository
  - 97% Content
  - Satisfies remaining 5% visits

Request Process

- Forms
- Content
FTB Website Redesign

Planning and Implementation:

• Working Teams
  – Redesign Team
  – Internal Repository
  – Request Process

• Communication Plans
We just updated our website and it takes a while for our search engine to deliver correct results.

If you can’t find what you’re looking for, contact us.

If you’re looking for a form, try forms and publications.

Try navigating from the home page.
<table>
<thead>
<tr>
<th>Month Week</th>
<th>Proactive External Messages &amp; Associated Tasks</th>
<th>Launch Date</th>
<th>FTB.CA.GOV</th>
<th>Social Media</th>
<th>YouTube</th>
<th>Tax News</th>
<th>Tax News Email Blast</th>
<th>Other Channel</th>
<th>Point Person</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>May Week 1</td>
<td>Tax News Article to: Tax Professionals, Business Partners, State Partners</td>
<td>5/30</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Advocates Office</td>
<td>Advocates Office mentions the New Website in the &quot;Ask the Advocates&quot; section of the May Tax News.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Week 1</td>
<td>Social Media - 3 Day Push</td>
<td>5/1-5/3</td>
<td>X</td>
<td>X</td>
<td></td>
<td>Rebehikah</td>
<td>Message: New Website Coming 6/23/19. Use graphic art to push message on social media channels.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Week 1</td>
<td>Provide talking points for tax software companies</td>
<td>5/2</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td>Rebehikah Muna Yan</td>
<td>Provide main highlights about what to expect with our new website and what is changing.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Week 3</td>
<td>News Item on ftb.ca.gov</td>
<td>5/24</td>
<td>X</td>
<td></td>
<td></td>
<td>Rebehikah Michelle</td>
<td>Short FYI style &quot;Banner&quot; on top of website for visitors to see. &quot;Our new website coming June 23rd! Link below to page that has video(s) and articles to be added. Discuss web changes and FAQs.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>May Week 5</td>
<td>Video Message #1 of Website</td>
<td>5/24</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>Michelle Bekah Sam</td>
<td>Record video of Sam announcing new website launch coming - To Play on Loop in Field Offices</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
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Video
FTB Website Redesign

Planning and Implementation:

• Internal Test Drive
• Go-Live on Saturday June 22, 2019!
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Slide 11. This slide is intentionally blank. Staff photos redacted.
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Feedback and Fixes

• Early Life Support
• Feedback Link
• Early Challenges:
  – External Search Engines
  – Archived Content
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Feedback and Fixes

• “Your new website is beautiful and very user friendly!”
• “This website is cleanly laid out, especially useful on mobile devices. Thanks for keeping it organized!”
• “Very user friendly and professional website.”
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Success Factors

• Executive Support
• Engaged Enterprise – ONE FTB
• Moments that Matter
Slide 16. This slide is intentionally blank. Staff photos redacted.
Slide 17. This slide is intentionally blank. Staff photos redacted.
Questions?