



STATE OF CALIFORNIA
Franchise Tax Board

FTB Website Redesign

Michelle Fallon – Administrative Services Division
Mike Meehan – Administrative Services Division

September 12, 2019

FTB Website Redesign

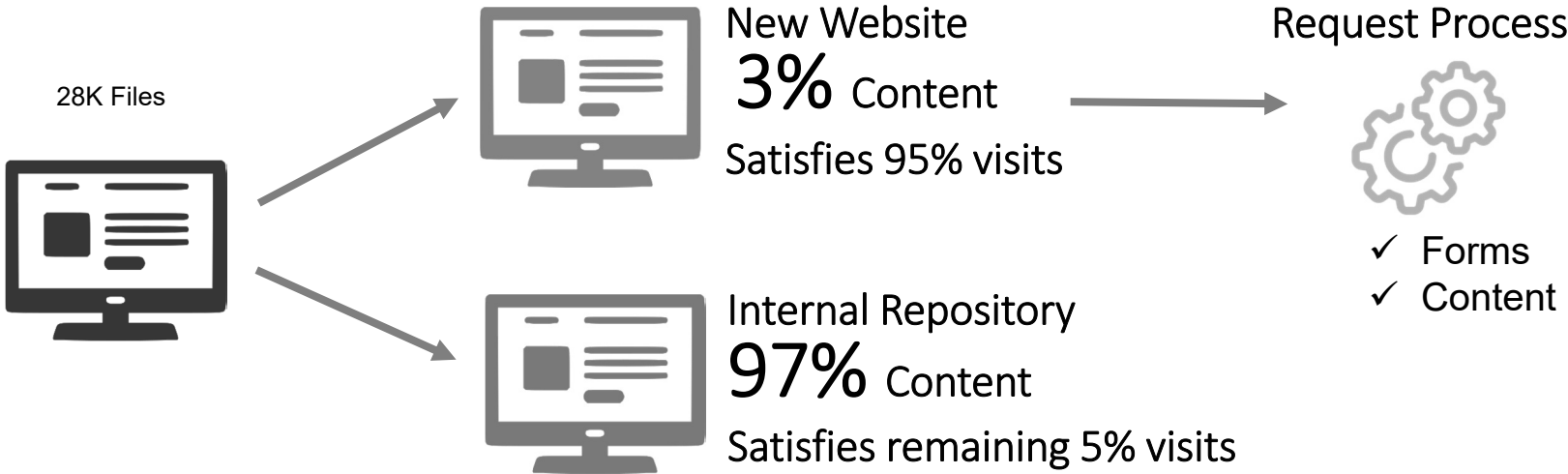
Our Vision:

- Plain Language
- State Templates
- Improved Navigation
 - Task Oriented
 - Lean Content
- Accessible to All

Project Strategy

Old Website

New Website




FTB Website Redesign

Planning and Implementation:

- Working Teams
 - Redesign Team
 - Internal Repository
 - Request Process
- Communication Plans

FTB Repository Website

Search 
Archive Site



Individuals

Businesses

Tax Professionals

Contact Us

Our new website coming June 23, 2019!

In preparation, our site will be unavailable on June 22. Read more about our [New Website](#).

Worried about identity theft?

Help protect yourself by monitoring your MyFTB account
Register today | [MyFTB News](#)

CalFile

Pay

Refund

Did you receive a notice?



California Earned Income Tax Credit
can increase your refund!

IT'S YOUR MONEY
GET IT!

[News & Events](#) | [About Us](#) | [Español](#)

 **MyFTB**

Login

Register

[What's new](#)

[Learn more](#)



Featured

[New website coming June 23!](#)

[Notice FTB Public Board Meeting](#)

[Know our wait times](#)

[Tax deduction for wildfire victims](#)

home

Search



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](#).

New Website External Communication Plan - AB 434 - Go Live Date: 6/23/19

Communications Services Bureau



Month Week	Proactive External Messages & Associated Tasks	Launch Date	FTB.CA. GOV	Social Media	YouTube	Tax News	Tax News Email Blast	Other Channel	Point Person	Comments
May Week 1	Tax News Article to: Tax Professionals, Business Partners, State Partners	5/30				X	X		Advocates Office	Advocates Office mentions the New Website in the "Ask the Advocates" section of the May Tax News.
May Week 1	Social Media - 3 Day Push	5/1-5/3		X	X				Rebekah	Message: New Website Coming 6/23/19. Use graphic art to push message on social media channels.
May Week 1	Provide talking points for tax software companies	5/2						X	Rebekah Muna Yan	Provide main highlights about what to expect with our new website and what is changing.
May Week 3	News Item on ftb.ca.gov	5/24	X						Rebekah Michelle	Short FYI style "Banner" on top of website for visitors to see. "Our new website coming June 23rd! Link below to page that has video(s) and articles to be added. Discuss web changes and FAQs.
May Week 3	Social Media - 3 Day Push	5/15-5/17		X					Rebekah	Message: New Website Coming 6/23/19. Use graphic art to push message on social media channels.
May Week 5	Video Message #1 of Website	5/24	X	X	X				Michelle Bekah Sam	Record video of Sam announcing new website launch coming - To Play on Loop in Field Offices

FTB Website Redesign

Video

FTB Website Redesign

Planning and Implementation:

- Internal Test Drive
- Go-Live on Saturday June 22, 2019!

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FTB Website Redesign

Feedback and Fixes

- Early Life Support
- Feedback Link
- Early Challenges:
 - External Search Engines
 - Archived Content

NEW WEBSITE [Send us your feedback.](#)



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File

Pay



FTB Website Redesign

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.”*

FTB Website Redesign

Success Factors

- Executive Support
- Engaged Enterprise – ONE FTB
- Moments that Matter

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Slide 17. This slide is intentionally blank. Staff photos redacted.

Questions?