![InvoiceCloud®]

Tax go-live website review checklist

You've invested in InvoiceCloud to simplify the payment process for your tax payers. To ensure you're maximizing your investment, the link to your payment portal (and any relevant payment information) must be easily accessible on your website.

Taking the time to make minor updates to your website can ensure you're creating a positive payment experience and attracting more online payments. More online payers mean fewer walk-in payments and reduced call volumes, saving you time and money. We recommend providing this guide to your website manager to make these small adjustments that can lead to big boosts in adoption.
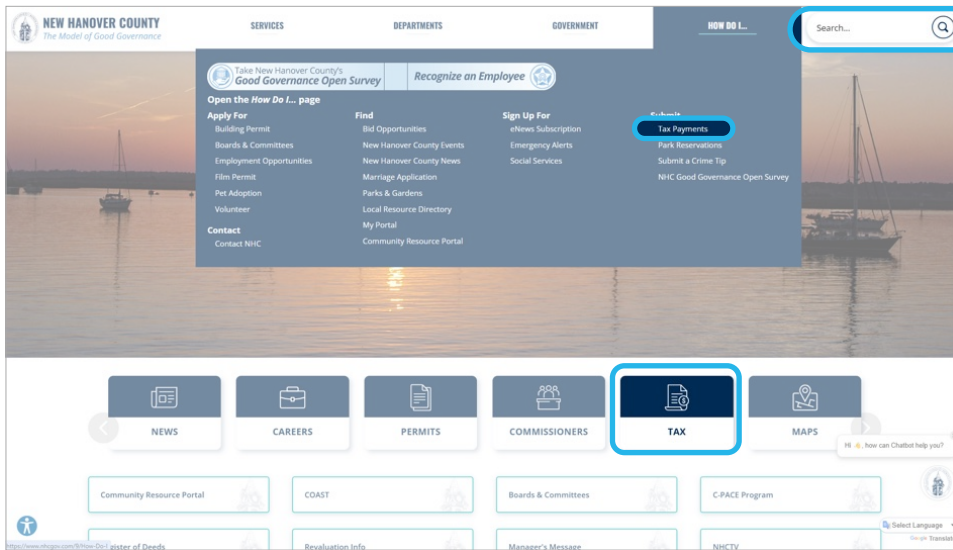
Homepage

Your homepage should be simple to navigate to make it easy for customers to find your tax payment link and payment information. Make sure your homepage includes the following:

○ Promotion of your new payment portal on your homepage ideally using graphics or a news update.

  We recommend temporarily promoting your new portal on your homepage for 60 days after go-live.

○ A button or link to your InvoiceCloud payment portal (accessible in two clicks or less) displayed high enough on the page so customers do not have to scroll to find it.

○ Access to your payment portal or payments landing page in your navigation bar.

○ Indexed search terms (if search function is available) that direct payers to the payment portal (Examples: *payment, pay taxes, pay tax bill, pay online*).

○ Mobile optimization so your website is user-friendly regardless of screen size.

Complete the actions on this checklist to optimize your website and drive online payments.

Homepage example

Here's an example of an InvoiceCloud biller **homepage** that is well-optimized for online payments.

What we love

- Their website has an easy-to-find "Tax" button directly on their homepage and a second path in the navigation bar that both lead to their tax payments landing page

- Tax button links to a payments landing page that provides more information

- Online payments are accessible in just two clicks

- They've indexed relevant search terms so customers can quickly find the tax payment portal via the search bar

- Their website is mobile optimized for a positive viewing experience no matter the screen size

Two clicks bring customers to online payments.

Payment landing page

Create a payment information landing page within your web site to share all the important information about online payments. Review your payment content to ensure it includes the following:

○ A link to your InvoiceCloud payment portal.

○ All available payment options *(Examples: online, pay-by-text, IVR)* with electronic payment options listed before in-person or mailed options.

○ Information about flexible payment options, such as PayPal and other mobile wallets.

○ All available payment conveniences *(Examples: text and/or email payment reminders, scheduled payments)*.

○ Accurate and up-to-date information *(Examples: payment links, phone numbers, and contact info.*

○ A link to payment related FAQs *(Payment-specific FAQs can be found in the Marketing Resource Center)*.
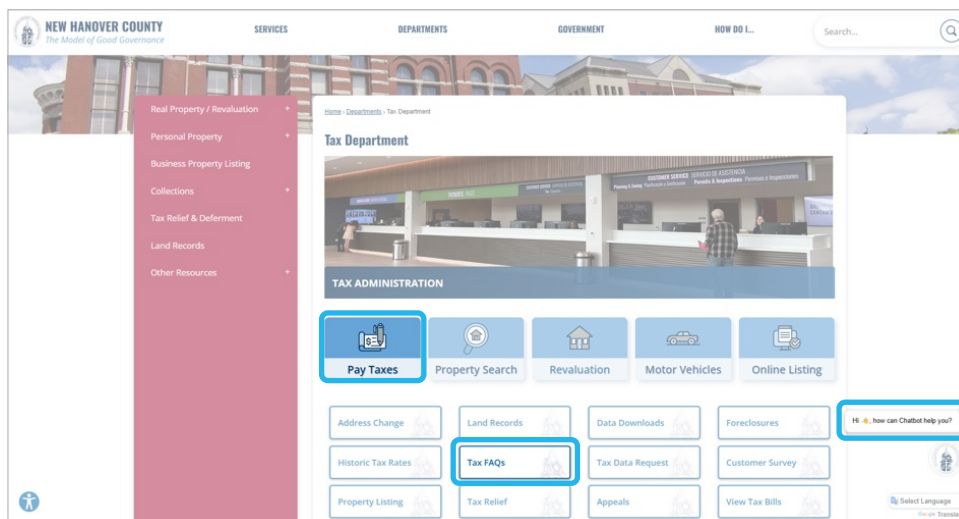
Payments landing page example

Here's an example of an InvoiceCloud biller **payments landing page** that is well-optimized for online payments.

What we love

• Features a one-click button to pay taxes as the first option on the page

• Uses eye-catching graphic to draw attention to payment button

• Includes a section for Tax FAQs to allow tax payers to find more information about taxes and tax payments

• Includes a chat bot for easy access to additional assistance

QUESTIONS?

We're here to help. Please reach out at *customermarketing@invoicecloud.com*.

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