

## Jackson Hewitt Tax Service Turns to GráficaGroup to Polish Its Online Presence

For Jackson Hewitt Tax Service, a national tax preparer serving over three million people annually, April 16 is usually a day to take a well-deserved breath. This year, however, the work didn't stop after the last returns were postmarked – Jackson Hewitt wanted to put its best foot forward for potential investors in its upcoming IPO. But while the investor audience was a priority, Jackson Hewitt still needed to communicate with its other constituents, tax preparers, franchise prospects, and tax filers.

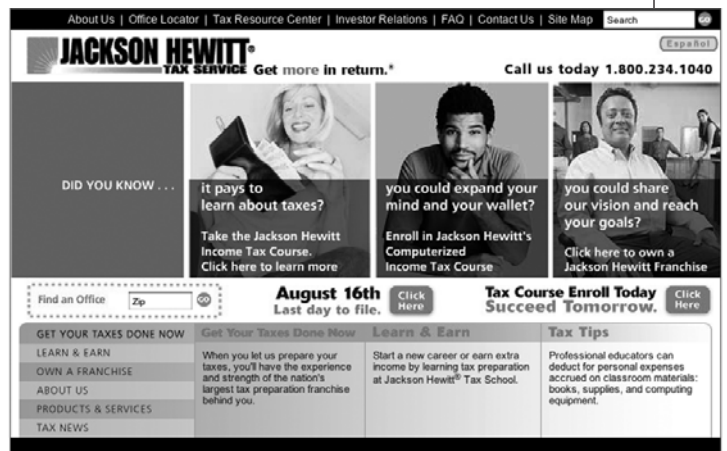
### Enter GráficaGroup

Jackson Hewitt called on Gráfica to refresh the online portrayal of its brand – and storefront – on [www.jacksonhewitt.com](http://www.jacksonhewitt.com). The site needed to remain

flexible enough to support the seasonal cycles in the business and also the overall “Get *more* in return” tagline. Our mission was to employ our clearly defined process and find the ideal strategic, creative, and technical solution. Fundamental to this process is our belief that superior online communications result from the proper blend of structure, content, and presentation.

### Structure

Structure is the organization of a Web site. It may mimic something simple, such as chapters in a book, or something more complex, like the branches of a family tree. The structure must be something that a user can quickly adopt. For [www.jacksonhewitt.com](http://www.jacksonhewitt.com), the site is structured around the needs of primary site visitors. The design of the homepage encourages self-identification (i.e., consumers, tax preparers, etc.), then places each visitor on his or her respective “branch” of the site. Technically, the structure of the site is defined using XML, which facilitates ongoing growth and maintenance by making the addition and deletion of pages manageable from a single XML document.





## Content

Content is the information being presented. It may be as simple as a product sheet or as complex as a relational, multilingual, multimedia database. Jackson Hewitt was able to reuse much of the content from its previous site, which was stored as XML. This way, the content is treated as pure data, which creates some key advantages:

- Content can be created parallel to design and programming, thereby shortening timelines.
- Content may be used in emails, PDF files, microsites, etc., while maintaining a single source, simplifying change management.

## Presentation

Presentation is how the content and structure are brought to life. It's the graphics, logos, and fonts – the look and feel. The presentation for [www.jacksonhewitt.com](http://www.jacksonhewitt.com) is centered on the interrogative, “Did you know...

- “...it pays to learn about taxes?”
- “...that Jackson Hewitt is ranked fifth in the Annual Franchise 500?”

This concept positions Jackson Hewitt as a friendly resource for important tax information and is supported by clean, people-centric graphics and straightforward language. The concept can be used with all constituents, including the new investor community.

## Putting It All Together

Innovative application of technology ensures a cohesive user experience by weaving together the structure, content, and presentation. The site, [www.jacksonhewitt.com](http://www.jacksonhewitt.com), is built using industry-standard technology – HTML/DHTML, XML, XSL, and ASP – applied in a way that simplifies maintenance and enables business-driven changes. Building a good Web site requires the artful mixture of the strategic, creative, and technical, as well as the discipline to pull it off. Following Gráfica's proven process has helped Jackson Hewitt realize a site that builds relationships, the Jackson Hewitt brand, and business, thereby increasing shareholder value.

Looking to discuss solutions to your online marketing challenges? Contact:  
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