New VA.gov: User starting points and calls-to-action
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General guidance

The new VA.gov was researched, designed, and built with Veterans and beneficiaries to be a user-first experience. The site's top content page titles, tasks, and labels have been tested with users and informed by search engine keywords. You should "borrow" from the word choice and language on VA.gov as much as possible as you use other mediums and channels to reach your customers.

Primary VA.gov starting points

VA.gov benefit hubs
These are the starting points for all Veterans and beneficiaries to get to all benefits and health care content and tools in just 1-2 clicks.
- Health care: https://www.va.gov/health-care
- Disability: https://www.va.gov/disability
- Education and training: https://www.va.gov/education
- Careers and employment: https://www.va.gov/careers-employment
- Pension: https://www.va.gov/pension
- Housing assistance: https://www.va.gov/housing-assistance
- Life insurance: https://www.va.gov/life-insurance
- Burials and memorials: https://www.va.gov/burials-memorials
- Records: https://www.va.gov/records
- Family member benefits: https://www.va.gov/family-member-benefits
- Service member benefits: https://www.va.gov/service-member-benefits

VA.gov user account and profile
Users need to sign in or create an account to get access to most online tools and to their profile.
- Sign in or create an account: https://www.va.gov/my-va
- Update your contact information: https://www.va.gov/profile
- Update your address: https://www.va.gov/change-address

VA.gov global tools
- Find a VA location: https://www.va.gov/find-locations/

Primary VA.gov calls-to-action (CTAs)

Use these CTAs in your print, digital, email, and social media materials to drive customers to VA.gov to get to benefits content and tools, and to the VA.gov account home page and profile.

The CTAs should <u>not</u> be "branded" and should be kept generic, using plain language, to align with the principles and goals of VA's Digital Modernization Vision and VA's Web Brand Consolidation.

CTAs and button labels should be as short as possible with "trigger words" that users will recognize and signal exactly what will happen when they click the button (e.g., "create an account," "sign in," "download," "view," "sign up," etc.). Try to match the language used on VA.gov, which is designed to match users' mental models for VA benefits and information.

Always link users to the right level of access for taking a specific call to action. For example, "Explore VA health care" should take a user to va.gov/health-care; "Apply for VA health care" should take a user to va.gov/health-care/apply; and "Compare GI Bill benefits" should take a user to va.gov/gi-bill-comparison-tool.

Explore benefits
- Explore VA benefits and health care
- Explore VA health care
- Explore VA benefits
- Explore VA disability compensation benefits

Get benefits
- Get VA benefits and health care
- Get VA benefits
- Get VA health care
- Get VA disability compensation benefits

Apply for benefits
- Apply for VA health care
- Apply for VA education benefits
- File a claim for VA disability compensation

Track and manage benefits
(For more examples: see the top-task links on the VA.gov homepage, and the links in the manage section of each VA.gov benefit hub.)
- Check your VA claim or appeal status
- Refill and track your VA prescriptions
- View your VA payment history