**02C Event detail page: Event name**

## Production notes

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| **IA / Path**  Home = VA.gov | Home > Pittsburgh VA health care > [Event name] |
| **Desired URL (consult search strategist for URL)** | /pittsburgh-health-care/…  Pull from Mikki’s IA spreadsheet |
| **Comments** | Pull locations data from the facility locator API – official name, address, etc.  EX: Use the field labels provided in the copydeck (e.g., “Main phone”) BUT display the phone number data from the API. |

## Page properties

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| **Page title H1** | [Event name] |
| **Browser title**  Title tag 50-60 characters (shoot for <55); primary keyword should be at beginning of title tag; can work in a secondary keyword if it fits naturally; title case; okay to omit |VA.gov if space is needed. | Pittsburgh VA Health Care | [Event Name]  FORMAT  VAMC Regional Site | Page Name | VA.gov |
| **Meta description** | Max 155-character description. Use the primary SEO keyword or phrase toward beginning of description; incorporate a call to action if there’s room. |
| **SEO terms/phrases** | 1 – 2 words or phrases |

**Content** [(See content resources below)](#ContentResourcesStyleGuides)

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| **H1 Event name – in the future make this descriptive** |
| Short blurb 160 characters.  [OPTIONAL IMAGE. EX: IPHONE PIC PPL EXERCISING, SITTING AROUND SUPPORT GROUP, ETC.]  [Optional social share links somewhere]  Add to calendar [LINK]  **When**  Tuesday, Feb 12  9:15 a.m. – 10:00 a.m. ET  **Where**  Short Location name [LINK LOCATION PG]  building info, floor x, room X  **Cost**  FREE / $n.nn  **Registration**  [IF NO] Walk-ins welcome  [IF YES] Call [phone #] / Email [Person’s Name] [LINK EMAIL ADDRESS]  **Special instructions**  Optional special instructional text like what entrance to use or not use or what to do when weather does not permit some aspect of event. Omit entire special instructions block if n/a.  **Event summary**  Optional summary or info. Lorem ipsum as much as you need, no limit.  See all events [LINK] |
| EXAMPLE:  SOURCE CONTENT: <https://www.pittsburgh.va.gov/calendar.asp?action=detail&EID=320052&thisyear=2019&thisMonth=2&day=12>  **Healthy You wellness group**  Veterans our Healthy You group is all about wellness blah blah blah.  [OPTIONAL IMAGE]  [Optional social share links somewhere]  Add to calendar [LINK]  **When**  Tuesday, Feb 12  9:15 a.m. – 10:00 a.m. ET  **Where**  University Drive campus[LINK LOCATION PG]  Consolidation Building  **Cost**  FREE  **Registration**  Call 412-360-3520  **Special instructions**  Check in at waiting area number two on the first floor of the Consolidation Building.  **Event summary**  Wellness and illness management through goal setting and encouragement. We help you set and keep monthly goals.  Sessions focus on wellness topics, such as stress management, communication and healthy living.  Healthy You offers an encouraging environment while you work toward your wellness goals.  See all events [LINK] |

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| **Content resources** |
| The content style guide for VA.gov is currently in development.   * Refer to it as our primary style guide for VA.gov:  <https://department-of-veterans-affairs.github.io/vets-design-system-documentation/content-style-guide/> * For issues that are not yet covered in the VA.gov in-flight content style guide above, refer to the Vets.gov content style guide: <https://github.com/department-of-veterans-affairs/vets.gov-content-style-guide> * Health content writing tips: <https://github.com/department-of-veterans-affairs/vets.gov-content/blob/master/templates-and-guides/guides/Health%20Care%20Writing%20Tips.pdf> |