**05b All press releases page: Press releases**

## Production notes

|  |  |
| --- | --- |
| **IA / Path**  Home = VA.gov | Home > Pittsburgh VA health care > Press releases |
| **Desired URL (consult search strategist for URL)** | /pittsburgh-health-care/…  Pull from Mikki’s IA spreadsheet |
| **Comments** | **USE SOURCE CONTENT:** [**https://www.pittsburgh.va.gov/pressreleases/summary.asp**](https://www.pittsburgh.va.gov/pressreleases/summary.asp) |

## Page properties

|  |  |
| --- | --- |
| **Page title H1** | Press releases |
| **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 | Press Releases | VA.gov  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)

|  |
| --- |
| **H1 Press releases** |
| **Press release headline, sentence case** [LINK]  Month dd, yyyy  Summary blurb – recommend the first sentence or two of article, about 200 characters. Summary blurb – recommend the first sentence or two of article, about 200 characters. Summary blurb – recommend the.  **Press release headline, sentence case** [LINK]  Month dd, yyyy  Summary blurb – recommend the first sentence or two of article, about 200 characters. Summary blurb – recommend the first sentence or two of article, about 200 characters. Summary blurb – recommend the.    [UP TO 10]  [PAGINATION – SAME AS OFFICE PG] |
| **USE SOURCE CONTENT:** [**https://www.pittsburgh.va.gov/pressreleases/summary.asp**](https://www.pittsburgh.va.gov/pressreleases/summary.asp) |

|  |
| --- |
| **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> |