**Content Work for VA.gov Brand Consolidation: Vets.gov**

June 4, 2018 | Prepared by the Digital Service at Veterans Affairs (DSVA)

This list of content work is what we need to do in order to launch a successful MVP of the new VA.gov. Content areas 1, 2, 3, & 4 should loosely happen in order, while areas 4 & 5 will start as part of the 2018 MVP but will likely continue post-MVP.

All content work should help realize the global content strategy and content design principles laid out as part of VA brand consolidation and VA digital modernization.

|  |  |
| --- | --- |
| **CONTENT AREA** | **ACTIONS TO COMPLETE** |
| **1. Build new benefit hubs (9 in total)** | * Create link list for each spoke (3 in total) for each benefit hub (main body) * Create link list for related resources and social media for each benefit hub (right rail) * Create help links and/or content for each benefit hub (right rail) * Write link teaser text for each spoke link list (main body) * Write hub intro text (main body) |
| **2. Build new ‘Health and Benefits’ mega menus and homepage zone 1 link lists using each benefit hub’s spoke links, and homepage zone 2 benefits index** | * Use up to the first 8 links from each benefit hub’s spoke 1 and spoke 2 for each benefit mega menu * Determine featured content for each benefit menu (which will also show on each benefit hub page) * Use the corresponding links from each benefit hub for the homepage zone 1 top tasks links lists * Write teaser text for each benefit category homepage zone 2 benefits index |
| **3. Build new ‘About VA’ mega menu, ‘Contact Us’ menu, and global footer** | * Create link lists for ‘About VA’ mega menu (3 in total) * Determine featured content for ‘About VA’ mega menu * Create link list for ‘Contact US’ menu * Create link list for global footer (5 in total) |
| **4. Create IA mapping for each benefit hub** | * Determine how 2nd, 3rd, and 4th level content maps to each benefit hub * Move around static content pages, as needed * Create updated benefit IA so future content has a place to go * Determine how to handle user experience for authenticated links (including hub, menu, and homepage links)   + Create new static content pages for authenticated links (if that’s the chosen design solution) |
| **5. Build new ‘Health and Benefits’ and ‘About VA’ URL schemata for VA.gov, and maximize VA.gov SEO** | * Determine root URLs for each benefit hub and update URL schema for each benefit hub to reflect new benefit IA * Update duplicative or redundant URLs on VA.gov and update to new URLs (e.g., va.gov/health 🡪 va.gov/vha) * Audit and update all benefit hub navigation links, headings , and pages for SEO (e.g., consistency in title tags [50-60 characters] and headings, meta descriptions [50-300 characters], content design [follow proper formatting/structure for content H1-H6], etc.) * Build in Google search keywords into benefit hub pages, links, and content and as individual page metadata |
| **6. Audit, rewrite, and retire existing Veteran-facing benefits content on VA.gov (as deemed appropriate)** | * Audit for duplicative benefits content on VA.gov for each benefit category * Rewrite benefits content currently on VA.gov, by priority, and fit it into new benefit IA using USWDS page template * Retire old and/or duplicative benefits content on VA.gov that’s now part of new ‘Health and Benefits’ section of VA.gov   + Includes benefits content or links on sections of VA.gov that are not VHA, VBA, or NCA (i.e., VACO office pages) |