**02B All events (regional): Events**

## Production notes

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| **IA / Path**  Home = VA.gov | Home > Pittsburgh VA health care > Events |
| **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** | Events |
| **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 | Events | 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)

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| Page name and intro section |
| **H1: Events**  Lorem ipsum brief intro. Use the primary SEO terms. About 50-100 words max.  **Event name** (in the future event name can be descriptive and wrap 2 lines to make it useful instead of “Healthy You” over and over. EXAMPLE: HEALTHY YOU: CONTROLE YOUR GLUCOSE LEVEL, WHATEVER)  **When**  Tuesday, Feb 12  9:15 a.m. – 10:00 a.m. ET  **Where**  Short Location name  Building info, floor x, room X |
| EXAMPLE:  SOURCE CONTENT: <https://www.pittsburgh.va.gov/calendar.asp?action=detail&EID=320052&thisyear=2019&thisMonth=2&day=12>  **Healthy You wellness group** [LINK TO EVENT DETAILS]  **When**  Tuesday, Feb 12  9:15 a.m. – 10:00 a.m. ET  **Where**  University Drive campus [LINK LOCATION PG]  Consolidation Building  [REPEAT MORE EVENT SUMMARIES AS NEEDED] |

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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> |