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| **HEADER** | | |
| Home > Campaign Landing Page | | |
| **Creating effective campaign landing pages**  Your landing page has three main types of content: primary, secondary, and related. Below, you’ll see definitions and examples, as well as which Drupal template components to use for each type of content.  Primary content includes an introduction (like this one). Your page title (in bold, above) should be no more than 52 characters with spaces.  **About this page**  Here’s where to provide a brief description of what users can learn and do on this page. In this case, you’re learning how to use the VA.gov campaign landing page template. To drive users to take action without reading further, you can include an optional primary CTA button.  **Optional Primary CTA button** | | **Connect with us**  Your office name  **Sign up for our newsletter**  Line of copy describing value of the newsletter.  Title of newsletter  **Follow Us**  Office Name Twitter  Office Name Facebook  Office Name YouTube |
| **Primary content takes the form of [Drupal component TBD]**  Primary content covers the key points you want to be sure users understand without having to download or click anything. Because primary content is typically the most text-heavy, the [TBD] component works best. Begin with a section title like the one above. Try to keep section titles to 70 characters with spaces.  **A note on subsection titles**  To break content into user-friendly, easy-to-scan chunks, you can use subsection titles like the one just above this text. Try to keep subsection titles to 70 characters with spaces. | | |
| SECONDARY CONTENT  **Secondary content takes the form of [Drupal component TBD]**  **Provide more detailed information users can link to or download**  Research reports, fact sheets, and other detailed information are all secondary content that can be presented in a series of tiles like this one, which features photography.  **Superheads help flag secondary content aimed at different audiences**  Your secondary content may target policymakers, veterans, and others. Superheads (like “SECONDARY CONTENT” in all caps above) help flag types of content and audiences. Try to keep superheads to 30 characters with spaces. | [IMAGE]  [IMAGE] | |
| DOWNLOADS  **Provide multiple downloads under a single topic**  *Here’s an example of how to use one tile to introduce one topic for which you have two or more downloads, such as research reports and fact sheets*  **Fact sheet title**  A line or two of text summarizes the fact sheet. It is followed by a download button.  Download report (pdf)  **Research report title**  A line or two of text summarizes the research report. It is followed by a download button.  Download report (pdf) | | |

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| EVENTS  **Invite users to attend events**  You have the optional to add a line of copy here that speaks in general about the events you host before getting into specific events below.  **Event Name**  A line of two of copy describes what the event is about and who should attend.  **When**:  Month 1, 2019  0:00 a.m. – 00 p.m. ET  **Where:**  Facility Name  123 Facility Location Dr.  Cityname, US 12345  **Event Name**  A line of two of copy describes what the event is about and who should attend.  **When**:  Month 1, 2019  0:00 a.m. – 00 p.m. ET  **Where:**  Facebok live event  See all events > |
| VETERAN BENEFITS  **Have at least one link to benefits on VA.gov**  Your page will include a link to the benefit hubs home page on. You may choose to include more links to veteran-facing content and tools, as in the following examples.  [icon] **VA Benefits**  Visit the va.gov home page to explore all VA benefits, as well as to access and manage your benefits and health care.  [icon] **VA Health care**  Apply for VA health care, find out how to access services, and manage your health and benefits online.  [icon] **Schedule and view appointments**  With our VA appointments tool, you can schedule some VA health care appointments online, view details about upcoming appointments, and organize your health calendar. |
| **FOOTER** |