**1B Pittsburgh regional health services page: Health services**

## Production notes

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

## Page properties

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| **Page title H1** | Health services |
| **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. | VA Pittsburgh Health Care | Health Services | 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 phrase |

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

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| **Page name and intro section** |
| Intro section text in red indicates instructions or customizable content by regional office. Regular text and CTAs/links are templated text—do not customize. |
| **H1 Health services**  Some kind of intro blurb. Use the primary SEO terms. About 50-100 words max. We offer complete primary care as well as many specialty care services, including speech and audiology, dermatology, blah blah. This is 37 words.  Looking for information about shuttles, the canteen, coordinators, or other kinds of services at the [Pittsburgh health care system]?  See our facility services and amenities [LINK REGIONAL FACILITY/AMENITIES SERVICES PAGE]  See our patient and family services [LINK REGIONAL SUPPORT SERVICES PAGE] |
| **H2 Primary care** [This is the only category that has just one accordion item for now.] |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)] |
| **H2 Specialty care** |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)] |
| **H2 Mental health** |
| [Service accordions–alphabetically displayed–see [regional service accordion template](#FacilityServiceAccordionTemplate)]  Example: |

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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> |

**Regional health service accordion template**

**Plain language service name**

Also keyword, keyword, up to 4

National basic (common denominator) description, about 160 characters including spaces.

Regional-unique description if applicable. About 160 characters including spaces.

**Available at**

# Short Location Name [LINK EACH TO LOCATION PAGE]

Short Location Name

Short Location Name

Short Location Name

Short Location Name

Short Location Name

[IN ACCORDIONS, USE THE SHORT NAME FROM THE WEBSITE—H.J. Heinz campus—instead of the official name from the facility locator API (“H. John Heinz III Department of Veterans Affairs Medical Center”)]

**EXAMPLE**

**[Source content:** <https://www.pittsburgh.va.gov/services/audiology/index.asp> **;** <https://www.pittsburgh.va.gov/services/index.asp> **]**

H2 **Specialty care**

Service name inside accordion: **Ear care**

Also audiology, balance and Cochlear evaluations, hearing aid evaluation

National basic (common denominator) description, about 160 characters including spaces.

Audiology provides comprehensive clinical services to Veterans with hearing, tinnitus and balance disorders.

**Available at**

# University Drive campus [<https://www.pittsburgh.va.gov/locations/university-drive.asp>]