**On-Page Optimization: Burials and Memorials Hub Page**

We have conducted keyword research for all benefit hub pages, and all pages linked to from the hub pages, to optimize for high-value keywords and keyword phrases. On the following page is a list of primary and secondary keywords/keyword phrases and the monthly search volume (MSV) for each.

In writing the content for the hubs, we aimed to optimize on-page text as follows:

* Include primary keyword phrase in H1 header (main title of page)
* Include primary keyword phrase at the beginning of the intro paragraph
* Include primary keyword phrase elsewhere in H2 header (subhead) and/or page content only as it fits naturally
* Include secondary keyword phrase in intro paragraph, an H2 header, and/or page content as it fits naturally
* Include primary keyword phrase (or a variation of the phrase) for pages linked to from the hub page within the anchor link text (the blue underlined text linking to that page) and in the H1 header of the respective page.
* Note that we did not include the entire phrase in many of the links (ie, the link text for Eligibility is simply “Eligibility” rather than “Eligibility for Burial in a VA National Cemetery”). This is to avoid being penalized by Google for over-optimizing (keyword-stuffing) and to preserve readability.

Please let us know if you have any questions or concerns about the SEO optimization of this content.

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| **Page/Link Name** | **Primary Keyword** | **Secondary Keyword(s)** |
| **Burials and Memorials Hub Page** | va burial benefits (MSV: 1,900) | veterans burial benefits (MSV: 1,900) |
| **Eligibility** | burial in national cemetery (MSV: 110) / burial in national cemetery eligibility (MSV: 50) | who can be buried in a national cemetery (MSV: 210)  va burial benefits eligibility (MSV: 30) va burial eligibility (MSV: 30) |
| **Pre-Need Burial Eligibility Determination** | *n/a (related terms did not come up as ranking)* |  |
| **Veteran Burial Allowance** | veterans burial (MSV: 390) / burial allowance va (MSV: 30) | veteran funeral (MSV: 480) va funeral benefits (MSV: 390) burial allowance for veterans (MSV: 40) veterans burial assistance (MSV: 40)  *\*\*for metas consideration only: veterans death benefits (MSV: 1900) / va death benefits (MSV: 1900)* |
| **Memorial Items** | *\*\*Note: Will be optimizing subpages for specific terms (ie, veteran headstones)* |  |
| **Compensation Benefits for Surviving Spouse and Dependents (VA DIC)** | va dic (MSV: 590) | dependency and indemnity compensation (MSV: 480) va benefits for surviving spouse (MSV: 480) |
| **Bereavement Counseling** | bereavement counseling (MSV: 720) | grief counseling (MSV: 12100) |
| **Plan a Burial for a Veteran, Spouse, or Dependent Family Member** | veterans burial (MSV: 390) | burial plans (MSV: 260)  what to do when a veteran dies (MSV: 260) |
| **Schedule a Burial in a VA National Cemetery** | national cemetery scheduling office (MSV: 170) /  national cemetery scheduling (MSV: 110) | va burial scheduling (MSV: 30) |
| **Find a National, State, or Tribal Government Veterans Cemetery** | national cemetery (MSV: 5400) /  va national cemetery (MSV: 720) | veterans cemetery (MSV: 4,400) national cemetery locations (MSV: 320) |
| **Request Military Records** | n/a |  |
| **VA National Cemetery Daily Burial Schedule** | n/a |  |
| **VA Survivor Benefits Rates (VA DIC)** | va survivor benefits rates (MSV: 260)  va dic rates (MSV: 210) | dependency and indemnity compensation rates (MSV: 10) |
| **Parents Dependency and Indemnity Compensation (DIC) Rates** | n/a |  |
| **Replace Medals, Awards, and Decorations** | n/a |  |
| **Search Historical Military Records (National Archives)** | n/a |  |
| **Veteran Grave Locator** | veterans grave locator (MSV: 210) / veteran grave locator (MSV: 201) | how to find where someone is buried (MSV: 720)  va grave locator (MSV: 320) national cemetery grave locator (MSV: 260) |
| **VA Burial Benefits FAQ** | n/a |  |
| **What to Expect at a Military Funeral** | military funeral (MSV: 2400) | military burial (MSV: 590) veteran funeral (MSV: 480) |