**On-Page Optimization: Careers 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 “Vocational Rehabilitation Eligibility”). 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)** |
| **Careers and Employment** | *Optimizing subpages to avoid overlap with VA Careers* |  |
| **About VA Vocational Rehabilitation and Employment (Chapter 31)** | vocational rehabilitation (MSV: 22,200) /  va vocational rehabilitation (MSV: 2,900) | chapter 31 va (MSV: 1,000) /  chapter 31 (MSV: 880) |
| **Eligibility** | vocational rehab (MSV: 9,900) | vocational rehab services (MSV: 390) vocational rehab va eligibility (MSV: 50) |
| **How to Apply** | va voc rehab (MSV: 1300) /  voc rehab (8,100) | how to apply for va vocational rehabilitation (MSV: 70) |
| **Apply Online for Vocational Rehab and Employment Benefits** | apply for vocational rehabilitation (MSV: 20) | va voc rehab application online (MSV: 50) |
| **Educational and Career Counseling (Chapter 36)** | va chapter 36 (MSV: 40) | vocational counseling (MSV: 260)  veteran career counseling services (MSV: 10)  career counseling for veterans (MSV: 10) |
| **Support For Your Veteran-Owned Small Business** | veteran owned business (MSV: 2,900)  veteran owned small business (MSV: 720) | service disabled veteran owned small business (MSV: 880)  sdvosb (MSV: 1,900) |
| **Resources for Family Members** | n/a |  |
| **Transitioning to Civilian Employment** | n/a |  |
| **Match Your Interests and Skills to a Career with a CareerScope Assessment** | careerscope (MSV: 390) | careerscope assessment (MSV: 390) skills assessment (MSV: 1,300) job skills assessment (MSV: 320) |
| **Find a Job (Department of Labor)** | n/a |  |
| **Print Your Civil Service Preference Letter** | *Page links to overall benefit letters page* | *To be considered:* veterans preference (MSV: 1,900) veterans preference letter for  civil service employment (MSV: 50) civil service preference (MSV: 20) civil service veterans preference (MSV: 20) |
| **Get Free Classes for a Year (LinkedIn)** | n/a |  |
| **Subsistence Allowance Rates** | subsistence allowance (MSV: 260) |  |
| **VetSuccess on Campus** | vetsuccess (MSV: 510) |  |
| **Vocational Rehabilitation Programs for Veterans and Servicemembers** | veterans vocational rehabilitation (MSV: 480) |  |
| **Voc Rehab Success Stories** | n/a |  |
| **External Links and Resources** | n/a |  |