**On-Page Optimization: Disability 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 “VA Disability Compensation 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)** |
| **VA Disability Compensation** | va disability (MSV: 12100) / va disability compensation (MSV: 2400) / va disability pay (MSV: 9900) | veterans disability (MSV: 2400) |
| **Eligibility** | va disability benefits eligibility (MSV: 210) /  va disability benefits (MSV: 3600) | presumptive disability (MSV: 1300) service connected disability (MSV: 1000) |
| **How to File a Claim** | filing a va disability claim (MSV: 320) | file a va disability claim (MSV: 40) |
| **File a Claim Online (VA Form 21-526EZ)** | va form 21-526ez (MSV: 3600) /  va form 21 526ez (MSV: 3600) |  |
| **After You File Your Claim** | va claim process (MSV: 1000) |  |
| **Compensation Benefits for a Surviving Spouse and Dependents (VA DIC)** | va dic (MSV: 590) | dependency and indemnity compensation (MSV: 480) va benefits for surviving spouse (MSV: 480) |
| **Check Your VA Claim or Appeal Status** | va claim status (MSV: 3,600) / va appeal status (MSV: 140) | Check va claim status (MSV: 480) / va appeal status check (MSV: 480) |
| **Apply for a VA Disability Increase** | va disability increase (MSV: 320) | va form 21 526b (MSV: 320) / va form 21-526b (MSV: 260) |
| **File a Disability Appeal** | disability appeal (MSV: 880) /  va disability appeal (MSV: 260) | va appeals (MSV: 480) va notice of disagreement (MSV: 590) |
| **Add or Remove a Dependent** | adding dependents to va disability (MSV: 320) | *\*\*note: actual application page will be optimized for va form 21 686c (MSV: 1600) /  va form 21-686c (MSV: 1600)* |
| **Upload Evidence to Support Your Claim** | n/a |  |
| **File Supplemental Forms for Special Claims** | n/a |  |
| **Change Your VA Direct Deposit and Contact Information** | va direct deposit (MSV: 880) | change va direct deposit (MSV: 590) |
| **Share Your VA Medical Records** | va medical records (MSV: 1000) | blue button (MSV: 1900) / va blue button (MSV: 480) |
| **Download Your VA Benefit Letters** | va benefits letter (MSV: 170) | va award letter (MSV: 880) va eligibility letter (MSV: 590) |
| **View Your VA Disability Payments History** | va payment (MSV: 880) | va disability payments (MSV: 480) Va payment history (MSV: 50) |
| **About VA Disability Ratings** | va disability ratings (MSV: 3600) | va disability rating chart (MSV: 1900) / va disability percentages for conditions (MSV: 1600) / va disability rating (MSV: 1300) |
| **View VA Disability Compensation Rates** | va disability rates (27100) | va compensation rates (6600) |
| **VA Claim Exam (C&P Exam)** | c&p exam (MSV: 720) / va c&p exam (MSV: 390) | va compensation and pension (MSV: 390) /  va compensation and pension exam (MSV: 110)  how long after c&p exam will i get a decision (MSV: 480) |
| **Get Help Filing a Claim** | n/a |  |
| **Disability Evaluation Questionnaires (VA DBQ Forms)** | dbq (6600) / va dbq (MSV: 1000) /  va dbq forms (MSV: 590) | disability benefits questionnaire (MSV: 140) /  va disability benefits questionnaire (MSV: 110) |