**On-Page Optimization: Education and Training 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 Education Benefits Eligibility” or “GI Bill 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.

|  |  |  |
| --- | --- | --- |
| **Page/Link Name** | **Primary Keyword** | **Secondary Keyword(s)** |
| **VA Education and Training Benefits Hub Page** | va education benefits (MSV: 8100) /  va education (MSV: 5400) / va benefits education (MSV: 1300) | veterans education benefits (MSV: 1300)   also including mention of: va education number (MSV: 3600) / va education benefits number (MSV: 2900) |
| **About GI Bill Benefits** | gi bill (MSV: 49,500) /  gi bill benefits (3,600) | va gi bill (MSV: 4,400) /  what is the gi bill (MSV: 4,400) |
| **Eligibility** | gi bill eligibility (MSV: 1000) |  |
| **How to Apply** | how to apply for gi bill (MSV: 320) |  |
| **Apply Online for GI Bill Benefits** | apply for gi bill (MSV: 1000) | apply for post 911 gi bill (MSV: 480) |
| **After You Apply** | certificate of eligibility gi bill (MSV: 1900) |  |
| **Vocational Rehabilitation and Employment** | vocational rehabilitation (MSV: 22,200) | va vocational rehabilitation (MSV: 2,900) |
| **VA Education Benefits for Dependents and Survivors** | va education benefits for dependents (MSV: 880) | dependents educational assistance (MSV: 590) / gi bill for dependents (MSV: 480) |
| **Other Educational Assistance Programs** | *n/a (sub pages to be optimized for program-related terms)* |  |
| **View Your VA Payment History** | va payment (MSV: 880) | va payment history (MSV: 50) |
| **Check Your Post-9/11 GI Bill Benefits** | how much gi bill do i have left (MSV: 210) / how much post 911 gi bill do i have left (MSV: 90) | how to check gi bill status (MSV: 140) /  check my gi bill (MSV: 30) /  check my post 911 gi bill status (MSV: 30) |
| **Transfer Post-9/11 GI Bill Benefits** | transfer post 911 gi bill (MSV: 260) |  |
| **Change Your GI Bill School or Program** | gi bill change of program (MSV: 90) | gi bill change of school (MSV: 40) |
| **Change Your VA Direct Deposit Information** | va direct deposit (MSV: 880) | change va direct deposit (MSV: 590) |
| **Check Your VA 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 to Restore Your GI Bill Benefits** | n/a |  |
| **Opt Out of Information Sharing with Schools** | n/a |  |
| **GI Bill Comparison Tool** | gi bill comparison tool (MSV: 4,400) | gi bill schools (MSV: 390) |
| **Post-9/11 GI Bill and Other VA Education Benefits Rates** | post 911 gi bill rates (MSV: 720) | gi bill bah rates (MSV: 720) |
| **How to Choose GI Bill Approved Schools** | gi bill schools (MSV: 390) / gi bill approved schools (MSV: 260) | trade schools covered by gi bill (MSV: 140) schools that accept gi bill (MSV: 110) |
| **CareerScope Assessment** | careerscope (MSV: 390) | careerscope assessment (MSV: 390) |
| **VA Education Debt and GI Bill Overpayment** | va education debt (140) | va overpayment (MSV: 210) / va overpayment gi bill (MSV: 70) |
| **GI Bill Questions and Customer Help** | gi bill questions (MSV: 390) | gi bill ask a question (MSV: 260) gi bill customer help (MSV: 10) |
| **GI Bill School Feedback Tool** | n/a |  |
| **Education Forms and Resources** | n/a |  |
| **My Story--How Veterans and Servicemembers Use the GI Bill** | n/a |  |
| **Other Helpful Education Resources** | n/a |  |