**On-Page Optimization: Health Care Benefits Hub**

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 Health Care 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 Health Care** | va health care (MSV: 6,600) | veterans health care (MSV: 2,400) |
| **About VA Health Benefits** | va health benefits (MSV: 1,900) | va medical benefits (MSV: 1,600) veterans medical benefits (MSV: 720) |
| **Eligibility** | va health care eligibility (MSV: 320) | va priority groups (MSV: 880) |
| **How to Apply** | apply for va health care (MSV: 210) | va health care enrollment (MSV: 320) |
| **Apply Online (VA Form 10-10EZ)** | va form 10 10ez (MSV: 1300) / 10 10ez (MSV: 1600) | va health care application (MSV: 110) |
| **After You Apply** | n/a |  |
| **Family and Caregiver Health Benefits** | va spouse medical benefits (MSV: 390) | *\*\*Note: Subpages to be optimized for key terms such as “CHAMPVA”* |
| **Refill and Track Your VA Prescriptions** | va prescription refill (MSV: 1600) | va prescriptions (MSV: 880) |
| **Use VA Secure Messaging** | secure messaging (MSV: 1600) / va secure messaging (MSV: 590) | my healthevet secure messaging (MSV: 1300) / healthevet secure messaging (MSV: 320) |
| **Schedule and View Your VA Appointments** | va appointments (MSV: 880) | va appointment (MSV: 720) |
| **View Your VA Test and Lab Results** | va test (MSV: 140) | va lab results online (MSV: 70) /  va lab results (MSV: 10) / va lab (MSV: 20) |
| **Order Hearing Aid Batteries or Prosthetic Socks** | hearing aid batteries (MSV: 9,900) /  va hearing aid batteries (MSV: 210) | prosthetic socks (MSV: 390) |
| **Get Your VA Medical Records (called VA Blue Button)** | va medical records (MSV: 1000) | blue button (MSV: 1900) / va blue button (MSV: 480) |
| **Update Your Health Benefits Information (VA Form 10-10EZR)** | va form 10 10 ezr (MSV: 590) / 10 10 ezr (MSV: 50) |  |
| **Make a VA Health Care Payment Online** | va payment (MSV: 880) | www pay gov (MSV: 9900) |
| **Check Your 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) |
| **Get VA Travel Pay (Reimbursement)** | va travel pay  (MSV: 1300) | va travel reimbursement (MSV: 590) |
| **VA Health Care Cost** | va health care cost (MSV: 140) | *\*\*Note: Subpages will be optimized for terms such as “va copay”* |
| **VA Health Services for Specific Needs and Conditions** | va health services (MSV: 70) | health needs of veterans (MSV: 40)  *\*\*Note: Subpages will be optimized for condition-specific terms* |
| **Veterans Programs for Health and Wellness** | veterans programs (MSV: 880) | health programs (MSV: 72) |
| **Chemical or Hazardous Material Exposures** | n/a *(optimizing sub pages, as specific exposure terms have greater SEO value)* |  |
| **The Veterans Choice Program** | veterans choice program (MSV: 9,900) |  |
| **The Affordable Care Act (ACA) and Your Benefits** | www va gov aca (MSV 110) | va health care affordable care act (MSV: 70) |
| **The Million Veteran Program** | million veteran program (MSV: 590) |  |
| **Access and Quality in VA Health Care** | n/a |  |
| **Patient Rights and Responsibilities** | n/a |  |