**On-Page Optimization: Housing Assistance 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 Home Loan 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 Housing Assistance Hub Page** | va housing (MSV: 2,900) /  va housing assistance (MSV: 480) | veteran housing (MSV: 1,300) /  veterans housing assistance (MSV: 880) |
| **About VA Home Loan Options (\*\*Being Changed to About VA Home Loan Types)** | va loan (MSV: 40,500) /  va home loan (MSV: 27,100) | veterans home loans (MSV: 4,400)  o*ther potential keyword phrases:* loans for veterans (MSV: 3,600) what is a va loan (MSV: 2,400) |
| **Eligibility** | va home loan eligibility (MSV: 1,600) | va loan requirements (MSV: 6,600)  o*ther potential keyword phrases:* va certificate of eligibility (MSV: 4,400) / va loan certificate of eligibility (MSV: 1,900) / va home loan certificate of eligibility (MSV: 1,000) |
| **How to Apply for Your Certificate of Eligibility** | how to apply for a va home loan (MSV: 1,000) /  Apply for a va home loan (MSV: 880) | va certificate of eligibility (MSV: 4,400) / va loan certificate of eligibility (MSV: 1,900) / va home loan certificate of eligibility (MSV: 1,000) |
| **Apply Online for Your COE (VA Form 26-1880)** | va form 26 1880 (MSV: 1,900) /  form 26 1880 (MSV: 170) /  26 1880 (MSV: 390) / apply online va form 26 1880 (MSV: 50) | va coe (MSV: 880) / va home loan coe (MSV: 170) |
| **Check Your 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) |
| **Having Trouble Making Payments on a VA-Backed Mortgage?** | va mortgage (MSV: 2,900) | va home foreclosure help (MSV: 40) / va loan foreclosure help (MSV: 40) / va foreclosure help (MSV: 10) |
| **Home Buying Process for Veterans** | veteran home buying (MSV: 170) | First time home buyer va loan (MSV: 320) |
| **VA Loan Funding Fee** | va loan funding fee (MSV: 1,300) / va funding fee (MSV: 8,100) |  |
| **Find a VA Regional Loan Center** | va regional loan center (MSV: 170) |  |
| **Guidance on Natural Disasters** | n/a |  |
| **About Disability Housing Grants for Veterans** | housing grants (MSV: 2,900) / grants for veterans (MSV: 2,400) | disability housing grant (MSV: 590) |
| **Apply for a Specially Adapted Housing Grant** | specially adapted housing grant (MSV: 170) / specially adapted housing (MSV: 110) /  va specially adapted housing grant (MSV: 90) | sah grant (MSV: 170) |
| **Check Your SAH Grant Claim Status** | va claim status (MSV: 3,600) / va appeal status (MSV: 140) | check va claim status (MSV: 480) /  va appeal status check (MSV: 480) |