**On-Page Optimization: Life Insurance 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. 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 Life Insurance Hub Page** | va life insurance (MSV: 1900) | veterans life insurance (MSV: 2,400) |
| **About VA Insurance Options and Eligibility** | va insurance (MSV: 1900) | *\*\*note: subpages to be optimized with specific option terms* |
| **Benefits for Totally Disabled or Terminally Ill Policyholders** | benefits for terminally ill (MSV: 50) |  |
| **Beneficiary Financial Counseling and Online Will Preparation** | veterans administration financial counseling (MSV: 70) | financial counseling for veterans (MSV: 40) / free financial counseling for veterans (MSV: 40) |
| **Manage Your Policy Online** | va life insurance online policy access (MSV: 50) |  |
| **Update Your Beneficiaries** | n/a |  |
| **File a Claim for Insurance Benefits** | va life insurance claim (MSV: 110) |  |
| **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) |
| **Convert to a Commercial Policy** | n/a |  |
| **File a TSGLI Appeal (VA Form SGLV 8600A)** | tsgli appeal (MSV: 10) | Sglv 8600 (MSV: 10) |
| **Enroll in VGLI Auto Pay** | vgli payment (MSV: 140) |  |
| **How Much Life Insurance Do I Need?** | how much life insurance do i need (MSV: 5,400) | how much life insurance do i need calculator (MSV: 390) |
| **Myths and Rumors About SGLI/VGLI Insurance** | n/a |  |
| **About the SGLI Online Enrollment System (SOES)** | SOES (MSV: 2,400) | sgli online enrollment system (MSV: 390) |
| **Contact Us** | n/a |  |
| **VA Life Insurance Forms** | n/a |  |
| **Publications and Handbooks** | n/a |  |
| **Mandatory Electronic Payments** | n/a |  |
| **Medical Conditions That May Make You Uninsurable** | n/a |  |