**On-Page Optimization: Pension 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.

|  |  |  |
| --- | --- | --- |
| **Page/Link Name** | **Primary Keyword** | **Secondary Keyword(s)** |
| **VA Pension Benefits Hub** | va pension (MSV: 1900) | va pension benefits (MSV: 590) |
| **Veterans Pension Eligibility** | veterans pension (MSV: 720) | non service connected pension (MSV: 480) / non service connected pension eligibility (MSV: 210)  va pension eligibility (MSV 210) |
| **How to Apply for a VA Pension as a Veteran** | how to apply for va pension (MSV: 30) |  |
| **Apply for a Veterans Pension Online (VA Form 21P-527EZ)** | va form 21p 527ez (MSV: 170) | va pension application (MSV: 110) |
| **VA Aid and Attendance or Housebound Allowance Benefits** | aid and attendance (MSV: 3600) /  va aid and attendance (MSV: 2900) | veterans aid and attendance (MSV: 1300) |
| **VA Survivors Pension** | va survivors pension (MSV: 260) |  |
| **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) |
| **View Your VA Payment History** | va payment (MSV: 880) | va payment history (MSV: 50) |
| **File an Appeal** | va appeals (MSV: 480) | va notice of disagreement (MSV: 590) |
| **Change Your VA Direct Deposit and Contact Information** | va direct deposit (MSV: 880) | change va direct deposit (MSV: 590) |
| **VA Pension Rates for Veterans** | va pension rates (MSV: 720) | va aid and attendance rates (MSV: 140) |
| **Rates for VA Survivors Pension Benefits** | va survivor benefit rates (MSV: 260) | va survivors pension rate table (MSV: 50) |
| **Protected Pension Rates** | n/a |  |
| **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) |
| **Find Your VA Pension Management Center** | va pension management center (MSV: 110) |  |