**On-Page Optimization: Records 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 Records Hub Page** | va records (MSV: 590) |  |
| **Apply for a Veteran ID Card** | veterans id card (MSV; 6,600) | how to get a veterans id card (MSV: 1,300) veterans identification card (MSV: 880) |
| **Request Your Military Records (DD214)** | military records (MSV: 6,600) military records request (MSV: 1,600) | military service records (1900)  *Other potential:* official military personnel file (MSV: 140) military service records request (MSV: 110) |
| **Get Your VA Medical Records (called VA Blue Button)** | va medical records (MSV: 1000) | blue button (MSV: 1900) / va blue button (MSV: 480) |
| **Download Your VA Benefit Letters** | va benefits letter (MSV: 170) | va award letter (MSV: 880) va eligibility letter (MSV: 590) |
| **Apply for a VA Home Loan Certificate of Eligibility** | 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) |
| **Learn How to Apply for a Discharge Upgrade** | upgrade discharge (MSV: 590) | military discharge upgrade (MSV: 480)  discharge upgrade (MSV: 390)  *Other potential:* dishonorable discharge (MSV: 8,100) other than honorable discharge (MSV: 1,900) how to get an other than honorable discharge upgraded (MSV: 320) |
| **View Your VA Payment History** | va payment (MSV: 880) | va payment history (MSV: 50) |
| **Search Historical Military Records (National Archives)** | n/a |  |