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# Content Ideas

## New Page Ideas

* Glossary
* FAQs
  + What is a hearing aid
  + How can hearing aids help
  + How to tell if you need a hearing aid
  + Different types of hearing aids
  + Questions to ask before buying a hearing aid
  + Hearing aid sizes
  + How to adjust a hearing aid
  + Hearing aid sizes
  + Types of hearing aids
  + Financial assistance for hearing aids
* Cost and Financing
* Hearing test
* What to expect on your first visit
* Resources
* Hearing Loss
  + Types
  + Causes
  + Hearing loss prevention
  + Importance of Early Treatment
  + Diseases and Disorders Related to Hearing Loss
    - Tinnitus
    - Side effects auditory deprivation
    - Side effects dementia
    - Side effects life style effects
    - ostosclerosis
  + Solutions
* About
  + Testimonials
  + Contact
  + Careers
  + Media and News
* Hearing Aids & Accessories
  + Batteries
    - Battery promos
    - Battery size chart
  + Alarm Clocks
  + Personal Amplification
  + Dry and Store
  + Bluetooth
  + Amplified Phones
  + Phonak Wireless
  + Accessories
    - Pen
    - Roger Clip on mic
    - Easy call
    - Tv link
  + Brands
    - Phonak
  + Compare
    - Chart
    - Features
  + Researching
    - Prices
    - Lifestyle
    - Styles
    - Technology
  + Types of Hearing Aids
    - Custom shells
    - IIC invisible in canal
    - CIC Completely In the Canal
    - ITC In the canal
    - ITE In the Ear
    - RIC Receiver In Canal or Nano
    - Nano RITE NR
    - Mini RIC Receiver In Canal
    - BTE Behind the Ear
    - Sweep Technology
* Research
* Symptoms of hearing loss
* Caring for hearing aids
  + Always handle your hearing aids with extreme care.
  + Hearing aids should be stored in a cool and dry place.
  + Batteries should be changed often. Batteries typically last 7 to 10 days. You may notice reduced performance or volume too.
  + When not using your hearing aid switch off the power. If you are not going to use it for an extended period of time, remove the battery completely.
  + If the battery contacts are dirty your hearing aids may not function properly. Clean these contacts carefully with a cotton swab.
  + Prevent any malfunctions or permanent damage by removing earwax from the hearing aids – carefully.
  + Use the small brush or soft cloth that came with your hearing aids to clean them. Be Careful though because inserting tools into the sound outlet will damage the receiver. If you are unable to clean your device completely, contact one our hearing professionals for help.
  + Change filters often so they don’t collect wax or dirt. Everyone’s ears are different and filters may need to be changed weekly for some but monthly or a little less often for others. Be sure to check and when in doubt, stop in and see your AccuQuest professional.
  + Earwax build up can prevent sound from traveling from the hearing aid into the middle ear. Visit your physician regulary to be sure your ear canals are clean. Be careful when cleaning your ears, because removing wax yourself could damage your ear.
  + Refrain from wearing hearing aid while:  
    •  Showering  
    •  Swimming  
    •  Using a hair dryer or hair spray

**Organizations to help you live and do well with hearing loss:**

##### **The American Academy of Audiology –**[http://www.audiology.org](http://www.audiology.org/)

##### **AARP –**<http://www.aarp.org/>

##### **American Speech-Language-Hearing Association –**<http://www.asha.org/>

##### **Association of Late-Deafened Adults –**[www.alda.org](http://www.alda.org/)

##### **Better Hearing Institute –**<http://www.betterhearing.org/>

##### **Hearing, Speech Deafness Center –**<http://www.hsdc.org/>

##### **Hearing Health Foundation –**[http://hearinghealthfoundation.org](http://hearinghealthfoundation.org/)

##### **Hearing Loss Association of America –**<http://www.hearingloss.org/>

##### **Healthy Hearing –**[http://www.healthyhearing.com](http://www.healthyhearing.com/)

##### **International Hearing Society –**[http://www.ihsinfo.org](http://www.ihsinfo.org/)

##### **National Institute on Deafness and Other Communication Disorders –**[http://www.nidcd.nih.gov](http://www.nidcd.nih.gov/)

##### **Sight & Hearing Association –**<http://www.sightandhearing.org/>

##### **Tax Tips for the Deaf –**[https://turbotax.intuit.com/tax-tools/tax-tips/Tax-Deductions-and-Credits/Tax-Tips-for-the- Deaf/INF22297.html](https://turbotax.intuit.com/tax-tools/tax-tips/Tax-Deductions-and-Credits/Tax-Tips-for-the-Deaf/INF22297.html)

**Resources to Better Understand Hearing Loss**

**Hearing Loss Information: Facts & Figures**

##### **CDC – Centers for Disease Control: Noise-Induced Hearing Loss – Attitudes and Behaviors of U.S. Adults** [Noise Induced Hearing Loss – Attitudes and Behaviors of U.S. Adults](https://accuquest.com/wp-content/uploads/2013/03/Noise-Induced-Hearing-Loss-Attitudes-and-Behaviors-of-U.S.-Adults.pdf)

##### **CDC – Centers for Disease Control: Occupational Hearing Loss – Facts & Definitions**<http://www.cdc.gov/niosh/topics/ohl/>

##### **Hearing Loss Association of America: Basic Facts About Hearing Loss** <http://www.hearingloss.org/content/basic-facts-about-hearing-loss>

##### **Empowerment Through Hearing: Hearing Loss Facts and Stats** <http://www.hearingconnection.org/hearing_loss_statistics.html>

**Hearing Loss Information: What is Hearing Loss:**

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Loss Signals Need for Diagnosis** <http://www.fda.gov/forconsumers/consumerupdates/ucm372926.htm>

##### **National Institutes on Health: NIH – Senior Health – What is Hearing Loss?** <http://nihseniorhealth.gov/hearingloss/hearinglossdefined/01.html>

**Hearing Loss Information: Hearing Aids:**

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Aids and Personal Sound Amplifiers: Know the Difference** <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm185459.htm>

##### **FDA – Food & Drug Admin: Consumer Products: Online Guide to Hearing Aids** <http://www.fda.gov/ForConsumers/ConsumerUpdates/ucm185723.htm>

##### **FCC Consumer Guide: Hearing Aid Compatibility for Wireless Telephones** <http://transition.fcc.gov/cgb/consumerfacts/hac_wireless.pdf>

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Aids** <http://www.fda.gov/medicaldevices/productsandmedicalprocedures/homehealthandconsumer/consumerproducts/hearingaids/default.htm>

##### **FDA – Food & Drug Admin: Consumer Products: How to get Hearing Aids** <http://www.fda.gov/medicaldevices/productsandmedicalprocedures/homehealthandconsumer/consumerproducts/hearingaids/ucm181479.htm>

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Aids: The Basic Information You Need to Know** <http://www.fda.gov/downloads/aboutfda/transparency/basics/ucm305102.pdf>

##### **FTC – Federal Trade Commission: Consumer Information: Buying a Hearing Aid** <http://www.consumer.ftc.gov/articles/0168-buying-hearing-aid>

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Aids: Checklist When Considering a Hearing Aid** <http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/HearingAids/ucm181484.htm>

##### **FDA – Food & Drug Admin: Consumer Products: Hearing Aids: Benefits & Safety Issues** <http://www.fda.gov/MedicalDevices/ProductsandMedicalProcedures/HomeHealthandConsumer/ConsumerProducts/HearingAids/ucm181477.htm>

##### **AHSA – American Speech-Language-Hearing Association: Adult Aural/Audiologic Rehabilitation** <http://www.asha.org/public/hearing/treatment/adult_aur_rehab.htm>

**Hearing Loss Information: Noise & Occupational Hazards**

##### **CDC – Centers for Disease Control: Noise** <http://www.cdc.gov/niosh/topics/noise/>

##### **OSHA – Occupational Safety & Health Admin: Occupational Noise Exposure** <https://www.osha.gov/SLTC/noisehearingconservation/>

##### **CDC – Centers for Disease Control: NIOSH: Hearing Review: Firearms and hearing protection.** <http://www2a.cdc.gov/nioshtic-2/BuildQyr.asp?s1=20031787&View=f>

* Hearing aid app
* New to hearing loss
* Already have a hearing aid
* Treatment options
* What is hearing loss

## Blog

### Sections

* New to Hearing Loss
* Buying Guide and Tips
* Helping Caregives, Family and Friends with Hearing Loss
* Hearing Aid Maintenance
* Side Effects
* Use and Care
* Videos
* Hearing Technology Innovation
* Age related hearing loss
* Noise induced hearing loss
* Research
* History of hearing aids
* Events
  + May is better hearing and speech month
  + HLAA convention

### Content Topics

* Hearing Aid Story
* Seasonal/Events
  + Safe Halloween Night Tips for Trick or Treaters with Hearing Loss
  + Safety First: Trick-Or-Treat Tips for Parents of Children with Hearing Impairments

## Current Pages

### Home page

* Page title: Hearing Services | Ultimate Hearing | Hear Better Live Better
  + Not unique or descriptive
* URL: http://ultimatehearingcenter.com
* Description
* Content

### Mobile Hearing Center

* Page title: Hearing Services | Ultimate Hearing | Hear Better Live Better
  + Not unique or descriptive
* URL: http://ultimatehearingcenter.com/mobile-hearing-center
* Description
* Content

### Mobile Hearing Center Photos

* Page title: N/A
  + None
* URL: http://ultimatehearingcenter.com/mobile-hearing-center/photos
* Description
* Content

### Map Location Wilmar

* Page title: N/A
  + None
* URL: <http://ultimatehearingcenter.com/mobile-hearing-center/map?location=Wilmar>
  + URL not canonical
  + Should include unique pages for locations
* Description
* Content
  + Page lacks unique content

### Map Locatoin Redwing

* Page title: N/A
  + None
* URL: http://ultimatehearingcenter.com/mobile-hearing-center map?location=Redwing
  + URL not canonical
  + Need to include unique pages for locations
* Description
* Content
  + Page lacks unique content

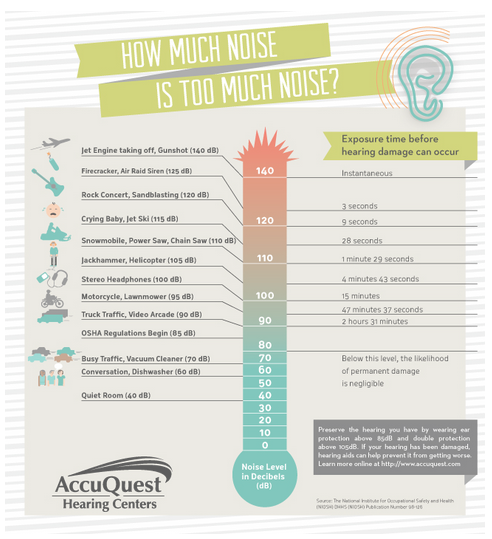
# Competitor Content

* Hearing Loss
* Hearing Aids
* Cost and Financing
* Locations and Practitioners
* Reviews
* Hearing Guide
* News
* Test your hearing
* General inquiries and feedback
* Faq
* Careers

## Blog/News

#### <https://accuquest.com/why-accuquest/accunews>

More examples in Competitor Analysis XLSX > Tab Competitor Content



* The perks of custom hearing aids
* Hearing loss – are you riding the emotional roller coaster
* Smoking and hearing loss
* Travel discounts and tips for people with hearing aids
* 3 supplements that may help hearing loss and tinnitus
* Driving with hearing loss
* How to tell your dad he needs to get his hearing checked
* Can hearing loss be reversed?
* 3 tips for vacationing with hearing aids
* Avoid doing these things with your hearing aids
* Tips for caregivers of people with hearing loss
* Hearing aids helpful in slowing cognitive decline
* Injuries can cause hearing damage
* Osteoporosis and sudden hearing loss: is there a connection?
* Tips for cleaning your hearing aids
* Television sound system designed with hearing loss in mind
* May is Better Hearing and Speech Month
* Train Commuters at Risk of Hearing Loss
* 3 Medical conditions associated with hearing loss
* Hearing aid technology getting a boost from bugs
* 4 reasons to treat hearing loss as soon as possible
* 3 important questions to ask before buying hearing aids
* How to tell if you have hidden hearing loss
* Farmers may experience significant hearing loss
* You may find tinnitus relief with hearing aids
* Tips for getting used to hearing aids
* Depression and hearing loss
* Working with audiologists to find the right hearing aid
* How to avoid feeling remorse about the price of your new hearing aid
* Link between music, dementia, and hearing loss
* What is meniere’s disease?
* The link between hearing and heart health
* 5 job resources for workers with hearing loss
* Can measles cause hearing loss?
* Scientists look to unlock method for regenerating hair cells
* HLAA recommends closed captioning guidelines to justice department
* Shining a light on hidden hearing loss
* The link between hearing loss and alcohol consumption
* How do our hearing and balance work?
* Margaret moser testimonial
* Ken slove testimonial
* Video about tinnitus
* The hearing aid effect: a thing of the past
* Valentines day tip: hearing aids improve relationships
* Valentines day for the red and the blue
* Song birds may lead to development of better hearing aids
* Hearing loss in the work place

## Social Media

* Facebook
* Google+
* LinkedIN
* Pinterest
* YouTube
* Email Newsletters

# Consumer Feedback

## Secret Shopper