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CG529 SEO Elements

02/28/2019

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# Document Guideline:

# This document lists out the following basic SEO elements of all the 529 pages :

1. Meta Title
2. Meta Description
3. H1 tag value
4. Alt-text for images on the page

We have mentioned the current value of these elements and if these values needs to changed/updated, please mention the new value in the place provided.

# Homepage

|  |  |  |
| --- | --- | --- |
| **Page URL** | <http://roundfeather.net/cg529html1018dev/>  <https://www.americanfunds.com/individual/planning/college-savings.html> | |
| **Meta-title** | Plan and Save for College | Capital Group | |
| **Meta-description** | Get an education in college planning and saving with information and tips to help fund your child’s future goals. | |
| **H1 tag value** | Can I put him through college without a mountain of debt? | |
| **Images and their current alt text** | New parents | Expectant mother and father. |
| Growing family | Father, mother and young child. |
|  | Up next, college | Family with multiple kids spending time together. |
|  | On campus | Students on college campus. |
|  | Grandparents | Grandparents spending time with grandchildren. |
|  | Plan | Father teaching young son to skateboard. |
|  | Why choose CollegeAmerica®. | Children raising hands in school. |

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# New parent landing page

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/new-parent.html>  <https://www.americanfunds.com/individual/planning/college-savings/new-parents.html> | |
| **Meta-title** | College Savings for New Parents | Capital Group | |
| **Meta-description** | It’s never too early about saving for college. New or expecting parents can start here to learn about funding an education with a 529 plan. | |
| **H1 tag value** | Can I give my baby a head start on college? I can. | |
| **Images and their current alt text** |  | Expectant mother and father. |

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# Growing family landing page

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/growing-family.html>  <https://www.americanfunds.com/individual/planning/college-savings/growing-family.html> | |
| **Meta-title** | College Savings for Growing Families | Capital Group | |
| **Meta-description** | As your family grows, so do your responsibilities. Learn how to save for more than one college education and manage multiple 529 plans. | |
| **H1 tag value** | More kids. More fun. More Planning. I can. | |
| **Images and their current alt text** |  | Father, mother and young child. |

# Up next college landing page

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/upnext-college.html>  <https://www.americanfunds.com/individual/planning/college-savings/up-next-college.html> | |
| **Meta-title** | College Planning for Teens | Capital Group | |
| **Meta-description** | With freshman year just around the corner, now’s the time to figure out how to cover the actual costs of your teen’s college education. | |
| **H1 tag value** | Imaginer her going to college? I can. | |
| **Images and their current alt text** |  | Family with multiple kids spending time together. |

# On Campus landing page.

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/campus.html>  <https://www.americanfunds.com/individual/planning/college-savings/on-campus.html> | |
| **Meta-title** | Using a 529 Education Savings Plan | Capital Group | |
| **Meta-description** | Your child has been accepted to college and it’s time to use your 529 plan. Make sure you know the rules for 529 withdrawals and qualified expenses. | |
| **H1 tag value** | I saw her first steps. Can I let her fly? I can. | |
| **Images and their current alt text** |  | Students sharing textbooks on campus. |

# Grandparents landing page

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/grandparents.html>  <https://www.americanfunds.com/individual/planning/college-savings/grandparents.html> | |
| **Meta-title** | College Savings for Grandchildren | Capital Group | |
| **Meta-description** | Looking to give the gift of education to your grandkids? Learn about the potential benefits for grandparents who save and invest in a 529 plan. | |
| **H1 tag value** | Can I pass on more than wisdom to my grandchild? I can. | |
| **Images and their current alt text** |  | Grandparents and family. |

# Why us landing page

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| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/why-us.html>  <https://www.americanfunds.com/individual/planning/college-savings/college-america-529-intro.html> | |
| **Meta-title** | Why Choose a CollegeAmerica 529 Plan? | Capital Group | |
| **Meta-description** | Find out why the CollegeAmerica® 529 plan is trusted by more than one million families who are saving for college. | |
| **H1 tag value** | About CollegeAmerica® | |
| **Images and their current alt text** | Why work with an advisor? | Friendly financial advisor wearing glasses. |

# 529 basics article

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| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/529_basics-2.html>  <https://www.americanfunds.com/individual/planning/college-savings/529-plan-basics.html> | |
| **Meta-title** | 529 Education Savings Plan Basics | Capital Group | |
| **Meta-description** | What is a 529 plan and how does it work? Learn the rules and regulations behind these easy-to-use education savings plans. | |
| **H1 tag value** | All you need to know about 529 education savings plans. | |
| **Images and their current alt text** | Why work with an advisor? | Friendly financial advisor wearing glasses. |
|  | Compare your options. | Woman studying a wall with papers and notes. |
|  | About CollegeAmerica®. | School children raising their hands in class. |

# Boosting contribution article

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/boosting_contributions_article-2.html>  <https://www.americanfunds.com/individual/planning/college-savings/boost-529-contributions.html> | |
| **Meta-title** | Maximize 529 Education Savings Plan Contributions | |
| **Meta-description** | How maximizing contributions to your 529 plan can help you get closer to reaching your savings goals. | |
| **H1 tag value** | Boost your contributions. | |
| **Images and their current alt text** | Boost your contributions. | Father and son playing with confetti. |
|  | 529 plan basics. | Female student reading in front of teacher. |
|  | Compare your options. | Woman studying a wall with papers and notes. |
|  | About CollegeAmerica®. | School children raising their hands in class. |

# Compare options page

|  |  |  |
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| **Page URL** | <https://roundfeather.net/cg529html1018dev/compare_options.html>  <https://www.americanfunds.com/individual/planning/college-savings/college-savings-comparison.html> | |
| **Meta-title** | UGMA and UTMA, Coverdell ESAs and 529 Plans | Capital Group | |
| **Meta-description** | Compare 529 plans, Coverdell Education Savings Accounts and UGMA/UTMAs to save for education expenses. | |
| **H1 tag value** | Compare your education savings options. | |
| **Images and their current alt text** | Compare your options. | Woman studying a wall with papers and notes. |

# FAQ

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/faq.html>  <https://www.americanfunds.com/individual/planning/college-savings/college-america-faq.html> |
| **Meta-title** | CollegeAmerica 529 Education Savings Plan FAQs | Capital Group |
| **Meta-description** | Find answers to common questions about 529 plans in general, and learn more about the benefits of the CollegeAmerica® 529 education savings plan. |
| **H1 tag value** | Have questions about 529 education savings plans and other ways to save for your child’s education? |

# Savings calculator

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/savings_calculator.html>  <https://www.americanfunds.com/individual/planning/college-savings/college-savings-calculator-basic.html> |
| **Meta-title** | Calculate How Much to Save for College | Capital Group |
| **Meta-description** | Start budgeting today. Use our college savings calculator to set a dollar goal for college and create a plan to help you get there. |
| **H1 tag value** | Savings calculator. |

# College calculator

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/detailed-calculator.html>  <https://www.americanfunds.com/individual/planning/tools/ext/college-savings-calculator> |
| **Meta-title** | College Calculator | Capital Group |
| **Meta-description** | This college calculator can help you see how saving even small amounts over time can have an impact. |
| **H1 tag value** | College calculator. |

# Why us College America article

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/why_us_college_america_article.html>  <https://www.americanfunds.com/individual/products/college-america-529.html> | |
| **Meta-title** | About CollegeAmerica 529 Education Savings Plan | |
| **Meta-description** | Get to know CollegeAmerica®, the largest 529 college savings plan in the U.S. | |
| **H1 tag value** | The CollegeAmerica 529 education savings plan is trusted by more than 1 million families. | |
| **Images and their current alt text** | About CollegeAmerica®. | School children raising their hands in class. |
|  | 529 plan basics. | Female student reading in front of teacher. |
|  | Compare your options. | Woman studying a wall with papers and notes. |
|  | Why work with an advisor? | Friendly financial advisor wearing glasses. |

# Why advisor article

|  |  |  |
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| **Page URL** | <https://roundfeather.net/cg529html1018dev/why_us_financial_advisor_article.html>  <https://www.americanfunds.com/individual/planning/college-savings/financial-advisor.html> | |
| **Meta-title** | Why You Should Use a Financial Advisor | Capital Group | |
| **Meta-description** | Understand the benefits of using a financial advisor when saving for college. | |
| **H1 tag value** | Add an expert to your team: A financial advisor. | |
| **Images and their current alt text** | Why work with an advisor? | Friendly financial advisor wearing glasses. |
|  | 529 plan basics. | Female student reading in front of teacher. |
|  | Compare your options. | Woman studying a wall with papers and notes. |
|  | About CollegeAmerica®. | School children raising their hands in class. |

# New parent BQ article 1

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/new-parent-bq-article--1.html>  https://www.americanfunds.com/individual/planning/college-savings/budget-first-child.html | |
| **Meta-title** | Cost of Raising a Child Through College | Capital Group | |
| **Meta-description** | The cost of raising a child can be surprising for first-time parents, even before college savings come into the equation. Learn how to plan, save and budget for your child’s future needs. | |
| **H1 tag value** | Baby steps: How to plan, save and budget for your first child. | |
| **Images and their current alt text** | Save, plan, budget for a new child. | Busy first-time dad with child. |
|  | Flexibility of a 529 plan. | Mother looking at new baby. |
|  | Save now to avoid student loan debt later. | Father and young son reading together. |
|  | About CollegeAmerica®. | Students in classroom. |

# New parent BQ article 2

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/new-parent-bq-article--2.html>  https://www.americanfunds.com/individual/planning/college-savings/529-plan-flexible.html | |
| **Meta-title** | Flexibility of a 529 Education Savings Plan | Capital Group | |
| **Meta-description** | You may know a 529 savings plan can help pay for a college education, but what happens if college is not part of your child's plans? Learn about the flexibility of a 529 plan. | |
| **H1 tag value** | A 529 education savings plan is more flexible than you think. | |
| **Images and their current alt text** | Flexibility of a 529 plan. | Mother looking at new baby. |
|  | Save, plan, budget for a new child. | Busy first-time dad with child. |
|  | Save now to avoid student loan debt later. | Father and young son reading together. |

# New parent BQ article 3

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/new-parent-bq-article--3.html>  https://www.americanfunds.com/individual/planning/college-savings/saving-vs-borrowing.html | |
| **Meta-title** | Start Saving to Avoid Student Loan Debt | Capital Group | |
| **Meta-description** | Why start saving for college early in a child's life? For one thing, it may help your child avoid student loan debt in the future. | |
| **H1 tag value** | Planning for college? Save now to avoid borrowing later. | |
| **Images and their current alt text** | Save now to avoid student loan debt later. | Father and young son reading together. |
|  | Save, plan, budget for a new child. | Busy first-time dad with child. |
|  | Flexibility of a 529 plan. | Mother looking at new baby. |

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# Growing family BQ article 1

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/growing-family-bq-article--1.html>  https://www.americanfunds.com/individual/planning/college-savings/second-baby.html | |
| **Meta-title** | College Fund for Baby Number Two | Capital Group | |
| **Meta-description** | Another child on the way? Find out how to make room in the budget to start a college fund for baby number two. | |
| **H1 tag value** | Budgeting for baby #2. | |
| **Images and their current alt text** | Budgeting for baby #2. | Child with baby. |
|  | Saving for multiple children. | Two children reading together. |
|  | Teaching kids about money. | Father teaching child. |

# Growing family BQ article 2

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| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/growing-family-bq-article--2.html>  <https://www.americanfunds.com/individual/planning/college-savings/two-529-plans.html> | |
| **Meta-title** | Saving for College for Multiple Children | Capital Group | |
| **Meta-description** | Parents with multiple children may need multiple college savings plans. Learn easy ways growing families can save. | |
| **H1 tag value** | Saving for two? You’re going to need more than one 529 education savings plan. | |
| **Images and their current alt text** | Saving for multiple children. | Two children reading together. |
|  | Budgeting for baby #2. | Child with baby. |
|  | Teaching kids about money. | Father teaching child. |

# Growing family BQ article 3

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| **Page URL** | <https://roundfeather.net/cg529html1018dev/growing-family-bq-article--3.html>  https://www.americanfunds.com/individual/planning/college-savings/teach-children-to-save.html | |
| **Meta-title** | Teach Kids About Money for College | Capital Group | |
| **Meta-description** | An easy way to help teach children about money is to get them involved in saving for their own college education. | |
| **H1 tag value** | Teaching children to save for their education. | |
| **Images and their current alt text** | Teaching kids about money. | Father teaching child. |
|  | Budgeting for baby #2. | Child with baby. |
|  | Saving for multiple children. | Two children reading together. |

# Up next college BQ article 1

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/upnext-college-bq-article--1.html>  https://www.americanfunds.com/individual/planning/college-savings/college-loans.html | |
| **Meta-title** | Student Loans and Types of Financial Aid | Capital Group | |
| **Meta-description** | College loans may be popular, but there are other types of financial aid. Before taking on student debt, consider these alternatives. | |
| **H1 tag value** | Three approaches to college loans. | |
| **Images and their current alt text** | 3 approaches to student loans. | Students in classroom. |
|  | What if your child doesn’t use the 529 plan? | Young people in a non-college setting. |
|  | Ready, set… it’s almost time to go! | Students ready for college. |

# Up next college BQ article 2

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/upnext-college-bq-article--2.html>  https://www.americanfunds.com/individual/planning/college-savings/what-if-child-does-not-need-529.html | |
| **Meta-title** | What to do With Unused 529 Funds | Capital Group | |
| **Meta-description** | You saved diligently for college in a 529, and now junior has other plans. Find out how to make the most of unused 529 funds. | |
| **H1 tag value** | When your child doesn't need a 529 education savings plan after all. | |
| **Images and their current alt text** | What if your child doesn’t use the 529 plan? | Young people in a non-college setting. |
|  | 3 approaches to student loans. | Students in classroom. |
|  | Ready, set… it’s almost time to go! | Students ready for college. |

# Up next college BQ article 3

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/upnext-college-bq-article--3.html>  <https://www.americanfunds.com/individual/planning/college-savings/teaching-kids-finances.html> | |
| **Meta-title** | Help Your College Student Budget Their Finances | Capital Group | |
| **Meta-description** | Getting ready for college can mean many things, including preparing your child for new financial responsibilities. Help your college student budget and manage money with these tips. | |
| **H1 tag value** | Ready, set ... it’s almost time to go! | |
| **Images and their current alt text** | Ready, set… it’s almost time to go! | Students ready for college. |
|  | 3 approaches to student loans. | Students in classroom. |
|  | What if your child doesn’t use the 529 plan? | Young people in a non-college setting. |

# On Campus BQ article 1

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| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/on-campus-bq-article--1.html>  <https://www.americanfunds.com/individual/planning/college-savings/using-your-529.html> | |
| **Meta-title** | 529 Education Savings Plan Withdrawal Rules | Capital Group | |
| **Meta-description** | Time to withdraw money from your 529 education savings account? Here’s how to get the most from your college savings fund. | |
| **H1 tag value** | It’s time! Using your 529 education savings account. | |
| **Images and their current alt text** | 529 plan withdrawal rules. | College-age woman smiling. |
|  | Budget tips for recent grads. | Young man writing while holding phone. |
|  | Repay your college loans. | College senior selecting book in library. |

# On Campus BQ article 2

|  |  |  |
| --- | --- | --- |
| **Page URL** | https://roundfeather.net/cg529html1018dev/on-campus-bq-article--2.html | |
| **Meta-title** | Best Ways to Repay Student Loans Quickly | Capital Group | |
| **Meta-description** | Prepare your child for life after college with strategies to help pay off student loans quickly. | |
| **H1 tag value** | Prepare your child for college loan repayments. | |
| **Images and their current alt text** | Repay your college loans. | College senior selecting book in library. |
|  | 529 plan withdrawal rules. | College-age woman smiling. |
|  | Budget tips for recent grads. | Young man writing while holding phone. |

# On Campus BQ article 3

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| --- | --- | --- |
| **Page URL** | https://roundfeather.net/cg529html1018dev/on-campus-bq-article--3.html | |
| **Meta-title** | Budgeting Tips for Recent Grads | Capital Group | |
| **Meta-description** | Help get your college graduate set for success with these budgeting tips for recent grads. | |
| **H1 tag value** | Quick tips for financial independence after college. | |
| **Images and their current alt text** | Budget tips for recent grads. | Young man writing while holding phone. |
|  | 529 plan withdrawal rules. | College-age woman smiling. |
|  | Repay your college loans. | College senior selecting book in library. |

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# Grandparents BQ article 1

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| --- | --- | --- |
| **Page URL** | https://roundfeather.net/cg529html1018dev/grandparents-bq-article--1.html | |
| **Meta-title** | Capital Group  529 Education Savings Accounts for Grandchildren | Capital Group | |
| **Meta-description** | As a grandparent, you can help fund your grandchildren’s education or other expenses by contributing to a 529 education savings account. | |
| **H1 tag value** | Wise and wonderful: Grandparents can help fund a future. | |
| **Images and their current alt text** | 529 savings accounts for grandchildren. | Grandparents enjoying time with grandchild. |
|  | 529 tax benefits for grandparents. | Older man carrying child on his shoulders. |
|  | Money lessons for grandkids. | Older woman and young woman sitting together. |

# Grandparents BQ article 2

|  |  |  |
| --- | --- | --- |
| **Page URL** | https://roundfeather.net/cg529html1018dev/grandparents-bq-article--2.html | |
| **Meta-title** | Tax Benefits of 529 Plans for Grandparents | Capital Group | |
| **Meta-description** | A 529 education savings account can be a great tool to lower your tax burden and help your grandchildren reach their educational goals. Learn more about potential 529 tax benefits for grandparents. | |
| **H1 tag value** | Lower your tax burden and help your grandchildren. It's a win-win. | |
| **Images and their current alt text** | 529 tax benefits for grandparents. | Older man carrying child on his shoulders. |
|  | 529 savings accounts for grandchildren. | Grandparents enjoying time with grandchild. |
|  | Money lessons for grandkids. | Older woman and young woman sitting together. |

# Grandparents BQ article 3

|  |  |  |
| --- | --- | --- |
| **Page URL** | <https://roundfeather.net/cg529html1018dev/grandparents-bq-article--3.html>  <https://www.americanfunds.com/individual/planning/college-savings/five-lessons-grandchildren.html> | |
| **Meta-title** | 5 Lessons to Teach Grandkids About Money | Capital Group | |
| **Meta-description** | Help develop good financial habits early with these money lessons for grandchildren. | |
| **H1 tag value** | Five lessons to teach your grandchildren about money. | |
| **Images and their current alt text** | Money lessons for grandkids. | Older woman and young woman sitting together. |
|  | 529 savings accounts for grandchildren. | Grandparents enjoying time with grandchild. |
|  | 529 tax benefits for grandparents. | Older man carrying child on his shoulders. |