

Notes:

- Recommend schema markup for blog pages to include FAQ and article schema
  - FAQ schema should include any questions that are answered directly within the blog
- Please review [SEO for Content Creation Guide](#) to optimize content for organic performance

## Blog Post Optimization

<b>Page Name</b>	A Guide to Caregiving for Seniors
<b>URL</b>	www.srgseniorliving.com/blog/caregivers-for-seniors

## Targeted Keywords

Keyword	Type	KW Intent	Search Volume
caregivers for seniors	primary	informative	800
caring for seniors	supporting	informative	400
senior caregiving	supporting	informative	90

## Meta Data

<b>Title (70 characters)</b>	A Guide to Caregiving for Seniors   SRG Senior Living
<b>Meta Description (170 characters)</b>	Discover how to provide care for your loved ones with this comprehensive guide covering the basics of caregiving for seniors. Learn more.

## Recommended Outline:

**Word Count: Approx. 1,500 words**

### <H1>A Guide to Caregiving for Seniors</H1>

- **Word Count: Approx. 100 Words**
- Briefly summarize caregiving for seniors

### <H2>What is a Caregiver</H2>

- **Word Count: Approx. 150-200 words**
- Include basic, non-branded definition of a caregiver
- Largely for SEO purposes, but users will likely find this information helpful

## <H2>Understanding the Different Types of Caregivers</H2>

- **Word Count: Approx. 200-300 words**
- Include introduction to family caregivers, professional caregivers, volunteer caregivers
- Link to [☰ Types of Caregivers | SRG Blog Outline](#)

## <H2>Typical Caregiver Duties</H2>

- **Word Count: Approx. 200-300 words**
- Provide an overview of most common duties and responsibilities of caregivers
- Include link to [☰ Duties of a Caregivers | SRG Blog Outline](#)

## <H2>Managing Parent-Child Role Reversal</H2>

- **Word Count: Approx. 200-300 words**
- High level overview of the challenges of parent-child role reversal within the context of adult children become their parent's caregivers
- Link to [☰ Parent-Child Role Reversal | SRG Blog Outline](#)

## <H2>Supporting Family Caregivers</H2>

- **Word Count: Approx. 200-300 words**
- High level overview of ways others can support family caregivers
- Link to [☰ Supporting Family Caregivers | SRG Blog Outline](#)

## <H2>Long-Term Care Planning</H2>

- **Word Count: Approx. 200-300 words**
- Discuss the importance of planning for long-term care needs, including in-home care and nursing homes
- Include link to [☰ Choosing a Retirement Community - SRG Blog Outline](#)

## Closing and CTA

- **Word Count: Approx. 100-150 words**
- **Section header should utilize <H2>**
- Summarize the main points of article
  - Drive home branded content/solutions here where applicable including links to relevant corporate pages