

Notes:

- As with all 'spoke' blogs, include text link to main hub page within the blog post to ensure there is internal linking
 - This can happen anywhere in the article that feels organic but I've included it in the footer most often
- 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

Page Name	Budgeting for Senior Living
URL	www.srgseniorliving.com/blog/budgeting-for-senior-living

Targeted Keywords

Keyword	Type	KW Intent	Search Volume
budgeting for senior living	primary	informative	10
budgeting for seniors	supporting	informative	50
assisted living planning	supporting	informative	20

Meta Data

Title (70 characters)	A Guide to Budgeting for Senior Living SRG Senior Living
Meta Description (170 characters)	Learn how to budget for senior living expenses and ensure a comfortable retirement. Explore our guide to learn about assisted living planning and more.

Recommended Outline:

Word Count: Approx. 1200 words

<H1>A Guide to Budgeting for Senior Living</H1>

- **Word Count: Approx. 100-150 Words**
- Include introduction to budget planning for senior living

<H2>The Cost of Senior Living</H2>

- **Word Count: Approx. 200-250 Words**
- Breakdown the cost of senior living, including in-home care, assisted living, and nursing homes.

- This section could include trustworthy external link to national costs for senior living, etc

<H2>Budgeting Tips for Seniors</H2>

- **Word Count: Approx. 200-250 Words**
- Explore budgeting strategies for seniors, including downsizing, reducing expenses, and seeking financial assistance.

<H2>Assisted Living Planning</H2>

- **Word Count: Approx. 200-250 Words**
- Highlight the key considerations for choosing an assisted living facility, including location, amenities, and cost.
 - Link to [Choosing a Retirement Community - SRG Blog Outline](#) if possible

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

- **Word Count: Approx. 200-250 Words**
- Explain the importance of planning for long-term care, including in-home care and nursing homes, and explore options for paying for these services.

<H2>Planning for Healthcare Costs</H2>

- **Word Count: Approx. 200-250 Words**
- Discuss the importance of planning for healthcare expenses, including Medicare, Medicaid, and supplemental insurance.

Closing and CTA

- **Word Count: Approx. 50-100 words**
- **Closing should utilize <H2>**
- Include summary of article. Include branded content and links to relevant corporate page here if possible
- Include link to [Senior Financial Planning | SRG Blog Outline](#)
- Consider creating budget checklist for seniors
 - Could be gated content or future blog post, either should be linked to in closing