

qpNotes:

- 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	What is Independent Living
URL	www.srgseniorliving.com/blog/what-is-independent-living

Targeted Keywords

Keyword	Type	KW Intent	Search Volume
what is independent living	primary	informative	600
what is senior independent living	supporting	informative	30
independent living senior communities	supporting	informative / commercial	450
independent living	supporting	informative/ commercial	17,000

Meta Data

Title (70 characters)	What is Independent Living SRG Senior Living
Meta Description (170 characters)	Independence is important, even as we continue to age. Learn more about independent living communities and if they're the right for you or your loved one.

Recommended Outline:

Word Count: Approx. 1,500 words

<H1>What is Independent Living?</H1>

- **Word Count: Approx. 200 Words**
- Include high level definition of what independent living communities are

<H2>What Services Do Independent Living Facilities Offer?</H2>

- **Word Count: Approx. 300 words**

- Include non-branded explanation of the typical services offered by independent living communities

<H2>Independent Living vs Assisted Living</H2>

- **Word Count: Approx. 200 words**
 - Provide non-branded explanation of the differences between independent living and assisted living

<H2>What To Look For in an Independent Living Community</H2>

- **Word Count: Approx. 300 words**
- Include a non-branded definition of important qualities that users find helpful
- Any subsection titles should utilize <h3>
- Include link to CARE page, if applicable

<H2>When to Consider an Independent Living Community</H2>

- **Word Count: Approx. 200 words**
- Provide non-branded explanation of the most common things to consider when deciding if independent living communities are a good fit

<H2>What If You Need More Care in the Future</H2>

- **Word Count: Approx. 200 words**
 - Provide non-branded explanation how care may shift as an individual or loved one begins to show signs of needing additional care

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 [☰ What is Assisted Living - SRG Blog Outline](#)