

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
  
- Other websites offer downloadable resource content for aging in place. Consider building out similar content to be used as either gated or ungated resources.
  - Infographic, or checklists
    - "Aging in Place Checklist" has 150 monthly searches
- Some websites like [mmLearn.org](http://mmLearn.org) have created video content around topics like fall prevention, navigating entryways, etc. Consider video for inclusion in future content pieces.

## Blog Post Optimization

<b>Page Name</b>	What is Aging in Place
<b>URL</b>	<a href="http://www.srgseniorliving.com/blog/what-is-aging-in-place">www.srgseniorliving.com/blog/what-is-aging-in-place</a>

## Targeted Keywords

Keyword	Type	KW Intent	Search Volume
what is aging in place	primary	informative	300
aging in place	supporting	informative	4,700
aging in place home modifications	supporting	informative	350
aging in place home care	supporting	informative	100

## Meta Data

<b>Title (70 characters)</b>	What is Aging in Place: A Guide   SRG Senior Living
<b>Meta Description (170 characters)</b>	Many older adults want to stay in their home as they continue to age. Learn about common benefits and challenges for those choosing to age in place.

## Recommended Outline:

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

### <H1>What is Aging in Place?</H1>

- **Word Count: Approx. 100 Words**
- Include high level definition of aging in place

### <H2>How to Plan Ahead</H2>

- **Word Count: Approx. 200 words**
- Include non-branded explanation of the main considerations to effectively plan to age in place

## <H2>Pros and Cons of Aging in Place</H2>

- Provide one to two sentences leading in to the pros and cons of aging in place

### <H3>The Benefits of Aging in Place</H3>

- **Word Count: Approx. 300 words**
- Provide non-branded explanation of common reasons people choose an aging in place option

### <H3>The Challenges of Aging in Place</H3>

- **Word Count: Approx. 300 words**
- Provide non-branded explanation of common challenges of aging in place
  - These H3s can include a link to an SRG corporate page if it's fits organically and feels appropriate, but keep this information largely non-branded

## <H2>Aging in Place Home Care</H2>

- **Word Count: Approx. 200 words**
- Provide non-branded explanation of the most common home care services offered to those that decide to age in place
- Can include a text link to trustworthy external resource for home care services

## <H2>Aging in Place Home Modifications</H2>

- **Word Count: Approx. 200 words**
- Non-branded explanation of the most common home modifications for those aging in place
- Can include a text link to trustworthy external resource for home modifications

## <H2>What Family Caregivers Should Know About Aging in Place</H2>

- **Word Count: Approx. 100 words**
- Non-branded explanation of the most important things family caregivers should know when have conversations with those choosing to age at home
- Link to [A Guide to Caregivers for Seniors | SRG Blog Outline](#)

## 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](#)