Nuove tecnologe ICT

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<app name >

<team members>

SEO optimization

*Consider the following factors and justify the choices you make on your App design document and HTML website*

# OnPage Factors

- Context analysis

*Refer to the choices made in the App design document, Strategy and Scope phases*

- Keyword analysis

*Refer to the choices made in the App design document and the website*

- Choice of domain and content (title, meta tag, etc.)

*Please refer to the choices made on the website*

- Navigation structure

*Refer to the choices made in the App document, Structure phase*

# OffPage Factors

- Outgoing links

*Refer to the choices made in the App document, Navigation model, and website*