

Hands-on Workshop on “Search Engine Optimization”

Date: 16th February, 2018.

Time: 10 am- 12 pm

Venue: Database Management Lab, 1st Floor.

Speaker: Mr. Rocky Jagtiani (HOD(Training), Suven Consultants & Technology Pvt ltd.)

Department of Information Technology has organized one day Hands-on Workshop - “Search Engine Optimization” on 16th February 2018. Search Engine Optimization (SEO) is the activity of optimizing web pages or whole sites in order to make them search engine friendly, thus getting higher positions in search results. Simple said “How does your site appear on Google’s First-Page”

Search Engine Optimization is a proven methodology to increase domain authority with on and off site optimization techniques, which work in unison with content marketing and social media strategies to increase website visibility on search engine result pages.

With the zest to have industry academic alliance and to bridge the gap between academics and industry it is necessary to introduce such demanded topics for students as a looking beyond syllabus programs. 45 students have attended the Seminar.

Feedback for the workshop was phenomenal and students have demanded for more such workshops.

Topics Covered:

1. How does a Search Engine Work?
2. Parts of a Search Engine
3. What is SEO Copywriting?
4. Keywords
5. What is On-Page and Off-Page SEO
6. White hat and Black hat SEO
7. Website domain, design and layout
8. OPTIMIZED KEYWORDS
9. OPTIMIZED METATAGS
10. TITLE OPTIMIZATION & OPTIMIZED ANCHOR
11. CONTENT IS THE KING
12. VERIFYING A WEBSITE
13. LINK BUILDING
14. Mobile SEO

