

**Aditya Silver Oak Institute of Technology  
Computer Engineering Department**

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|--|-------------|--------------|-----------|
| <b>Title of the event:</b> Seminar on Web Search Engine Optimization |             |              |           |
| <b>Coordinator:</b> Prof. Juhi Gor                                   |             |              |           |
| <b>Venue:</b>  | Newton Hall | <b>Date:</b> | 10/9/2021 |

**Abstract:**

In today's digital sphere, visibility is paramount. Search Engine Optimization (SEO) stands as the linchpin for businesses striving to thrive in the online domain. This seminar organized by the Computer Engineering department for the students of 6th semester aims to demystify the complexities of SEO, equipping participants with the essential strategies and tools to enhance their online presence.

**Expert or Guest Profile (In Detail):**

Mr. Dhaval Chudasama  
Vedankrix,Ahmedabad

**No. of Participants: 54**

**Impact of that event in terms of POs & PSOs:**

Through a comprehensive exploration, attendees were able to delve into the core principles of SEO, understanding how search engines operate and the pivotal role keywords, content optimization, and back linking play in achieving higher rankings. Practical insights and real-world case studies illuminated the dynamic landscape of SEO, showcasing the evolution of best practices and the importance of staying abreast of algorithmic changes. PO1, PO5, PO9, PO10 and PSO2 were addressed during the session.

**Photographs:**



**Attendance sheet with student name:**

Attached

**Student feedback:**

*“Enjoyed a lot by learning new ways to effectively use search engine”*

*“Sir were really knowledgeable and explained in a fun way”*