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Sarvajanik University

Sarvajanik College of Engineering & Technology

Master of Computer Applications Department



Date: 12/08/2024

Report of a Workshop On "Digital Marketing and Search Engine Optimization"



SARVAJANIK COLLEGE OF ENGINEERING AND TECHNOLOGY
(AN AICTE APPROVED AND CONSTITUENT INSTITUTE OF SARVAJANIK UNIVERSITY)

MCA DEPARTMENT



Organizes Workshop on
"Digital Marketing & Search Engine Optimization"



Expert Speaker

Mr. Dhaivat Joshi
Digital Marketing Executive
Tagline InfoTech LLP
Surat

Topics to be covered

- **Digital Marketing Tools & Techniques**
- **Keyword Research in SEO**
- **Technical SEO**
- **Google Ads**



Date: 3rd August, 2024
Time: 10.00 A.M. to 12.00 P.M.
Venue: MCA LAB

Digital marketing encompasses a broad range of strategies, including content marketing, social media, and email campaigns, aimed at engaging audiences and driving conversions. SEO, a crucial subset of digital marketing, focuses specifically on improving a website's ranking on search engine results pages (SERPs) through a combination of on-page, off-page, and technical optimization. Effective SEO strategies, such as targeted keyword research, high-quality content creation, and robust backlink acquisition, complement broader digital marketing efforts by ensuring that content reaches its intended audience. We have organized this workshop for our MCA II Sem.3 students who are studying the same subject as part of their curriculum and making them aware about how to reach audience using Digital Marketing Tools & Techniques, Google Ads, and Technical SEO practically.

The details of workshop is as below:

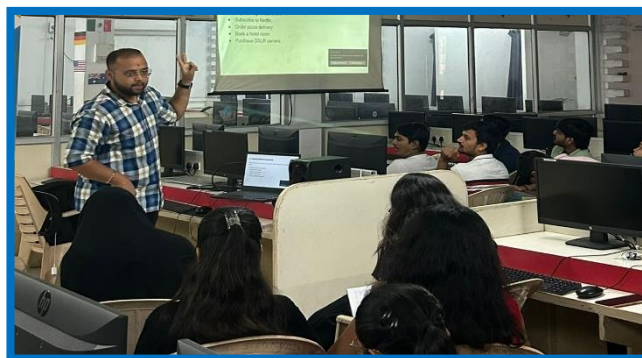
Title:	Digital Marketing and SEO
Speaker:	Mr. Dhaivat Joshi Digital Marketing Executive at Tagline InfoTech LLP, Surat
Topics Covered:	<ul style="list-style-type: none">○ Digital Marketing Tools & Techniques○ Keyword Research in SEO○ Technical SEO○ Google Console
Date & Time:	3 rd August 2024, Saturday(10:00 AM to 12:00 PM)
Venue:	MCA Lab, SCET.
Participants:	40+ Students
Coordinated By:	Prof. Jayana Ahuja and Ms. Margee Rawal

Workshop highlights:

- ✓ The workshop started with a warm welcome to Mr. Dhaivat Joshi by Ms. Margee Rawal.
- ✓ Mr. Dhaivat Joshi has started the session by Introduction of SEO.
- ✓ He has explained types of keywords and how to use them while doing SEO for ranking.
- ✓ He showed on page and off page SEO with examples.
- ✓ He also explained what digital marketing is by explaining different types of Tools and Techniques and how to use digital marketing to reach global audience.
- ✓ He also explained how to build a career in Digital Marketing and SEO and explained what the job roles available in this field are.
- ✓ He has explained the use of Google Console for analytics by showing one domain example.
- ✓ Students of MCA II Sem.3 enthusiastically participated and took the maximum advantage of the workshop during Q & A session.

Prof. Jayana Ahuja thanked Mr. Dhaivat Joshi for conducting the mentioned workshop and demonstrating the real world practices for guiding our students in selecting the career path and she has presented a memento to the speaker.

A few glimpses of the workshop....



We would like to thank Dr. Hiren Patel, Principal, SCET, for providing permission and support to organize such workshop, Shri Bhaskar Cheruku, Registrar, SCET for prompt support. We are thankful to Prof. Gayatri Kapadia, Head-MCA Dept., for encouraging us for conducting such workshop.

“The Internet is becoming the town square for the **global village of tomorrow.**” –Bill Gates.

Report compiled by Prof. Jayana Ahuja and Ms. Margee Rawal