



SARVAJANIK
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INCLUSIVE | INTEGRATED | INNOVATIVE

Sarvajani University
Sarvajani College of Engineering & Technology
Master of Computer Applications Department



Date: 6th August 2022

Report of a seminar on "Digital Marketing and SEO"



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SARVAJANIK EDUCATION SOCIETY
SARVAJANIK COLLEGE OF ENGS & TECH.

SARVAJANIK COLLEGE OF ENGINEERING & TECHNOLOGY

A seminar on
**"Digital Marketing &
Search Engine Optimization"**

Organized by
MCA Department

Speaker
Mr. Shitanshu Kapadia
Blogger, Digital Marketer &
Finance Consultant



Date & Time: Aug 3, 2022 | 3 p.m.
Venue: MCA Lab.

 scet.ac.in/mca  mcascetofficial  mca_scet_official

Digital marketing is an exciting area of marketing practice which comprises all marketing efforts that use the internet. These include digital channels such as search engines, email, websites, social media, etc., that can be used to connect with current and prospective customers in a cost-effective way. The key to successful marketing has always been about connecting with the target audience in the right place, at the right time. Today - when screen-time of consumers is at an all-time high - the best place to meet them is: on the Internet. We have organized this seminar for our MCA II Sem.3 students for making them aware about how to reach global audience from local in any traditional marketing using “Digital Marketing & Search Engine Optimization”.

The details of Seminar is as follow:

Title:	Digital Marketing and SEO
Speaker:	Mr. Shitanshu Kapadia, the founder of Digital Marketing Agency – RRMediaNet (https://rrmedianet.com) & Personal Finance Blog Moneyexcel - moneyexcel.com.
Topics Covered:	<ul style="list-style-type: none"> ➤ Why Digital Marketing? ➤ Traditional Marketing Vs. Digital Marketing ➤ What is Digital Marketing? ➤ Types of Digital Marketing ➤ Types of SEO ➤ Parameters of SEO ➤ SEO Tools & Plugins (Hands on) ➤ SEO Report
Date & Time:	4 th August 2022, Wednesday 3 PM to 4:30 PM
Venue:	MCA Lab, SCET.
Participants:	Total 70+ Participants
Coordinated By:	Prof. Gayatri Kapadia and Prof. Jayana Ahuja

Seminar highlights:

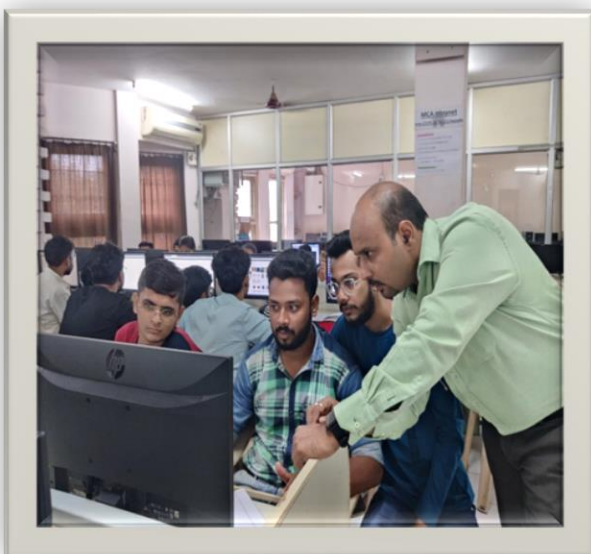
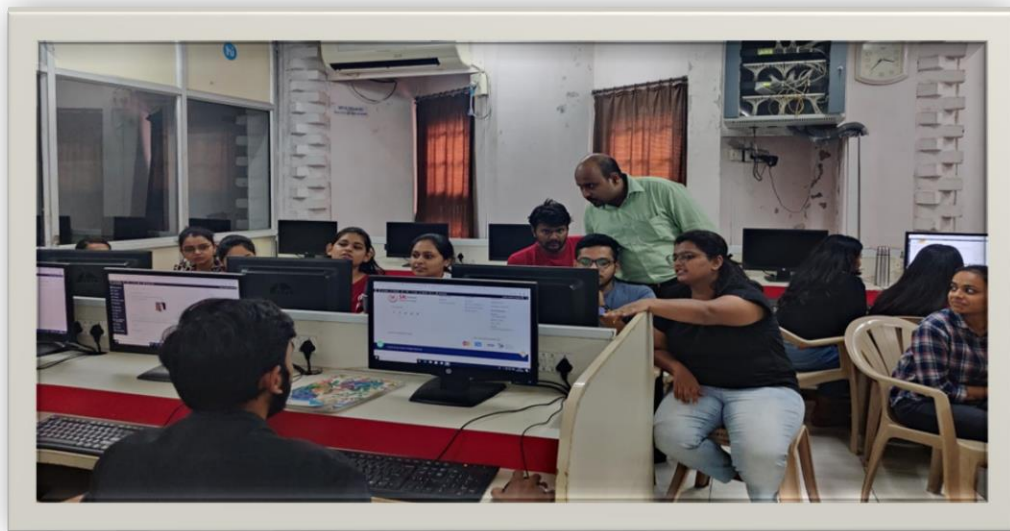
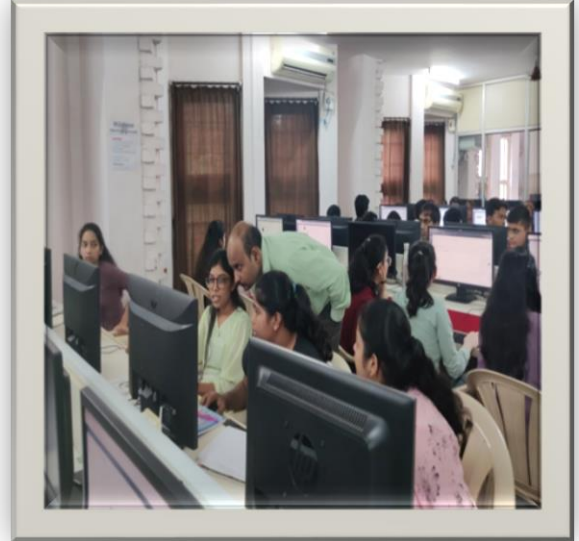
- ✓ The seminar started with a warm welcome to Mr. Shitanshu Kapadia by Prof. Prashant Keswani, Head – MCA Department, SCET.
- ✓ Prof. Jayana Ahuja introduced dynamic and profound entrepreneur Mr. Shitanshu Kapadia.
- ✓ Mr. Shitanshu Kapadia commenced with **Why Digital Marketing is needed**, by **comparing** it with **traditional marketing** and also **explained how to reach global audience from local** and exact meaning of digital marketing.
- ✓ He also expounded various **types of Digital Marketing** and **SEO** along with **parameters of SEO**.
- ✓ He **demonstrated** various freely available **SEO Tools** like **Yoast SEO**, **Site Kit by Google**, **Google Analytics**, **Google Search Console**, and **plugins** and also allowed the participants to perform practical on the paid plugin in order to understand the application of SEO techniques on page and mapping with image of text contents.
- ✓ He showed paid tools like **Ahrefs All in One SEO Tool** and **Semrush** with **Analytical Reports** which can be used **to improve the ranking of website**.
- ✓ He also explained **how one can build career in Digital Marketing and SEO**.

Students of MCA II Sem.3 enthusiastically participated and took the maximum advantage of the Seminar.

Prof. Jayana Ahuja thanked Mr. Shitanshu Kapadia for conducting the mentioned seminar and demonstrating the real world practices for guiding our students in selecting the career path. A memento was presented to Mr. Shitanshu Kapadia by Prof. Prashant Keswani, Head – MCA Department, SCET.

A few glimpses of the seminar....



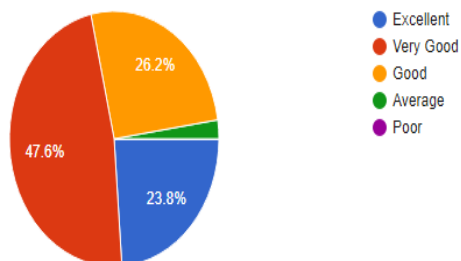




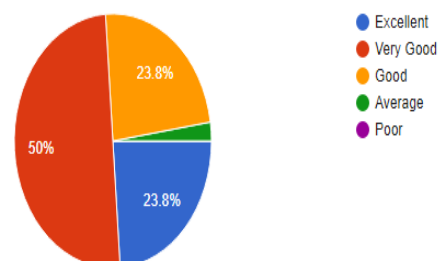
We would like to thank Dr. Hiren Patel, Principal, SCET, for providing permission and support to organize such seminar, Shri Bhaskar Cheruku, Registrar, SCET for prompt support. We are thankful to Prof. Prashant Keswani, Head-MCA Dept., for encouraging us for conducting such workshop.

The response towards the seminar and feedback by the students was really fabulous. The feedback details are as follow:

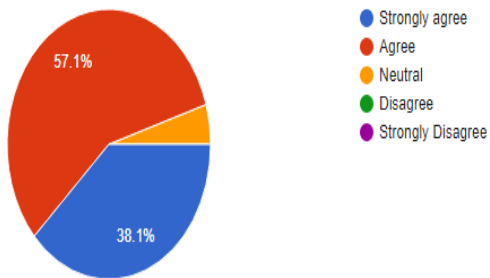
1. How was the seminar?



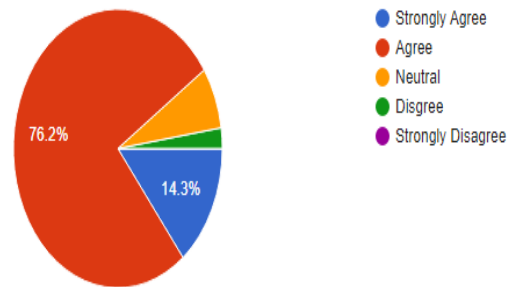
2. The topics covered were relevant



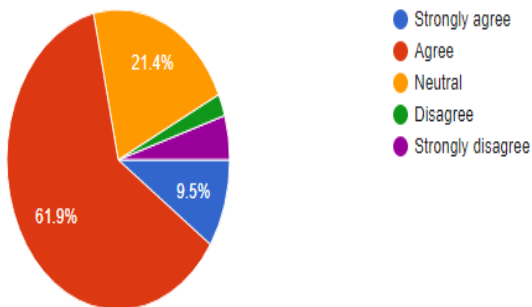
4. The speaker was knowledgeable and well prepared.



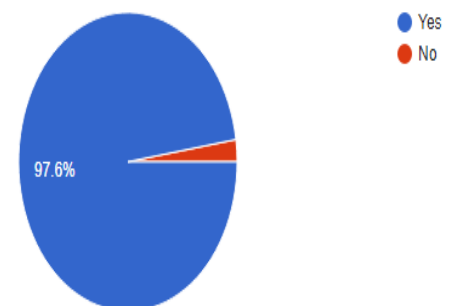
3. The seminar will be useful in my real world practices



5. The time allotted for seminar was sufficient



6. Would you like to attend such seminar(s)/workshop(s) in future?



“If your business is not on the Internet, then your business will be out of business.” – Bill Gates.