



Gyanmanjari
Innovative University

Gyanmanjari Institute of Technology Bhavnagar

Report on

An Expert Talk on Search Engine Optimization

Date: 01/02/2025

Time: 10:00 AM

Venue: Seminar Hall (GF-28)

No. of Student	111
Department	Diploma - Information Technology
Semester	4 th Semester
Faculty Co-Ordinator	Prof. Sunil H. Chavda and Prof. Sahil M. Vasaya

About Expert:

Mr. Ravi Raval and Mr. Japan Sheth

Organisation: Leeway Softech, Jogger's Park, Bhavnagar.

Objective of Talk

- Introduction to SEO and Its Importance
- Overview of Search Engine Algorithms
- Technical SEO and Website Performance
- SEO Tools and Analytics for Performance Tracking
- Best Practices and Common SEO Mistakes to Avoid
- Future Trends in SEO and AI-driven Optimization

About Expert Session

- **Introduction to SEO and Its Importance**

Search Engine Optimization (SEO) is the process of improving a website's visibility on search engines like Google, Bing, and Yahoo. By optimizing content, structure, and technical elements, SEO helps websites rank higher in search results, driving more organic traffic. It plays a crucial role in digital marketing by increasing brand awareness, improving credibility, and enhancing user experience.

- **Overview of Search Engine Algorithms**

Search engines use complex algorithms to rank web pages based on relevance, authority, and user experience. Factors such as keyword usage, backlinks, mobile-friendliness, page speed, and user engagement influence rankings. Understanding how these algorithms work is key to developing a successful SEO strategy.

- **Technical SEO and Website Performance**

Keyword research is the foundation of SEO, helping businesses understand what users are searching for. By strategically placing keywords in titles, headings, and content, websites can attract relevant traffic. Content optimization also includes improving readability, adding internal links, and ensuring mobile compatibility.

- **SEO Tools and Analytics for Performance Tracking**

To succeed in SEO, it's essential to follow best practices such as focusing on user intent, maintaining high-quality content, using proper headings, and optimizing images. Common mistakes like keyword stuffing, duplicate content, slow website speed, and ignoring mobile optimization can negatively impact rankings.

- **Best Practices and Common SEO Mistakes to Avoid**

To succeed in SEO, it's essential to follow best practices such as focusing on user intent, maintaining high-quality content, using proper headings, and optimizing images. Common mistakes like keyword stuffing, duplicate content, slow website speed, and ignoring mobile optimization can negatively impact rankings. Staying updated with the latest SEO trends and algorithm changes is crucial for long-term success.

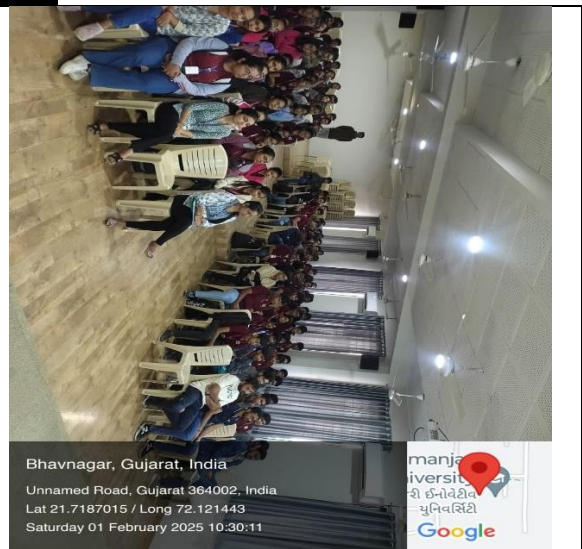
- **Future Trends in SEO and AI-driven Optimization**

The future of SEO is increasingly influenced by AI and machine learning. Search engines like Google use AI-powered algorithms such as RankBrain and BERT to better understand user intent and deliver more relevant search results. Voice search optimization, mobile-first indexing, and AI-generated content are becoming essential for SEO success.

- **Q&A Session**

In the Q&A session, participants can ask questions about SEO . This interactive segment provides an opportunity to address specific challenges and gain deeper insights into effective design practices.

Photographs





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Department: Information Technology

Signature Sheet : Class - D

Activity Name: Exposed talks & Resume Building & Alumni ^{Inter-orientation.} Date: 01/02/2025

Sr.no	En.no	Student Name	Signature
1	20231105060501	OZA SHREYA NIKHILBHAI	
2	20231105060502	SOLANKI PARTH ASHOKBHAI	AB
3	20231105060503	RATHOD PRACHI SANJAYBHAI	AB
4	20231105060505	PATHAK YASHVI SAMERBHAI	AB
5	20231105060506	SHAH PARAM BHAVESHBHAI	AB
6	20231105060508	ASTIK VISI WABEN HARDIKBHAI	
7	20231105060509	DESAI MEET ASHVINBHAI	AB
8	20231105060510	PARIKH PRANAY HIMANSHUBHAI	
9	20231105060511	CHAVDA DIVYANI HITESHBHAI	AB (DHP)
10	20231105060512	GOPANI MAHIBEN ASHOKBHAI	AB
11	20231105060513	VYAS ARYAN DIPAKBHAI	Mohit Joy of living activity
12	20231105060514	SHAH NEMIL UPENDRABHAI	AB
13	20231105060515	TRIVEDI DHARMIN CHETANBHAI	
14	20231105060517	BAKRANIYA DHARMIK JATINBHAI	NIDURKINIA
15	20231105060518	KALOTARA RAJ JAGDISHBHAI	R. J. Kalotara
16	20231105060520	GOHIL AAYUSHIBA YOGENDRASINH	Ayushiba
17	20231105060521	SHAH KRISH VIPULBHAI	K. V. Shah
18	20231105060522	MEHTA JAITHRA VIJAYBHAI	AB
19	20231105060523	VIRADIYA HEET PARESHBHAI	AB
20	20231105060524	PARMAR PRINCE VIPULBHAI	Prince
21	20231105060525	GAUSWAMI PRATIK KIRANGIRI	AB
22	20231105060526	DOBARIA PRIYANSHU BIPINBHAI	Priyanshu
23	20231105060527	GANDHI HET SATISHBHAI	AB
24	20231105060528	MEHTA BHAVYA VIRESHBHAI	AB
25	20231105060529	MANIYAR VIRAM SURYAKANT	AB
26	20231105060530	PARMAR GAUTAM VIJAYBHAI	AB
27	20231105060531	SHUKLA HIMESH AJAYBHAI	Joy of living activity
28	20231105060533	BAMBHANIYA VIVEK SANDIPBHAI	AB
29	20231105060534	PARMAR KAVYA PRAKASHBHAI	AB
30	20231105060535	PATEL MAHI JIGNESHBHAI	AB
31	20231105060537	BHADIADRA RAJENDRABHAI HIMANSHUBHAI	AB
32	20231105060538	MAKWANA MITUL TUSHARBHAI	AB
33	20231105060540	MALAM ARAFAT SIRAJ	AB
34	20231105060541	VYAS NISITHA DIPESHKUMAR	AB
35	20231105060542	BHATT MAITRI MUKESHBHAI	AB
36	20231105060543	SARVAIYA AGRECHA ARVINDBHAI	AB
37	20231105060544	KHETANI MOHAMMADALI FAZALABBAS	AB
38	20231105060546	BUDHELIYA MANUSH SUBHASBHAI	Joy of living activity
39	20231105060547	PANDYA MAN YOGESHKUMAR	AB
40	20231105060548	LALANI BHAKTI RAJIV	AB

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Signature Sheet : Class - D

Activity Name: Expert Talks & Resume Building & Alumni Interview Date: 01/02/2025

Sr.no	En.no	Student Name	Signature
41	20231105060550	BARAD PRIYANSH VIPULBHAI	AB
42	20231105060551	CHAVDA DHARMIK RAJU BHAI	AB
43	20231105060552	GOHIL HARSHRAJSINH RAJENDRASINH	AB
44	20231105060553	GOYANI UTSAV RAJESHBHAI	AB
45	20231105060554	BHALALA YASH KAMLESHBHAI	AB
46	20231105060556	BHATT PARAM MADHUSUDAN	PmBhatt
47	20231105060557	KEWLANI JENIL ALPESHBHAI	AB
48	20231105060558	ANDHARIA PRANSHU MITESHBHAI	AB
49	20231105060559	CHUDASAMA DRASHTIBA DIGVIJAYSINH	AB
50	20231105060561	RAUMA NAZMI	AB
51	20231105060562	LAKHANI MOHAMMAD ZAKI	AB
52	20231005060501	PANDYA DATRI MANISHKUMAR	D.m Pandey
53	20231005060502	BURMAVALA MOHMEDMEHDI GULAMABBAS	AB
54	20231005060503	GOHEL DARSHAK JIGNESHBHAI	AB



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Department: Information Technology

Signature Sheet : Class - E

Activity Name: Expert Talk, Resume Building, & Alumni talk Date: 01/02/2025

Sr.no	En.no	Student Name	Signature
1	20231105060001	Malwi Falak Akilbhai	AB
2	20231105060002	Gohil Khushi Pradipbhai	Khushi
3	20231105060003	Mungala Nirali Nileshbhai	AB
4	20231105060004	Parmar Aagna Ghanshyambhai	Aagna
5	20231105060006	Koradiya Hemanshi Rajeshbhai	AB
6	20231105060007	Kukadiya Krish Nareshbhai	AB
7	20231105060008	Makwana Sonali Jitendrabhai	Makwana Sonali
8	20231105060009	Bhatt Dhruv Viratbhai	D.V. Bhatt
9	20231105060010	Trivedi Hasti Milanbhai	Hasti
10	20231105060011	Joshi Darshil Devangbhai	AB
11	20231105060012	Vaghela Vidhi Jitendrabhai	Vidhi
12	20231105060013	Upadhyay Dhruv Dineshbhai	Dhruv
13	20231105060014	DEVMURARI NIKHIL VIPULBHAI	AB
14	20231105060015	Bhatt Gyan Vishnuprasad	Gyan
15	20231105060016	Devmuraree Jeet Ghanshyambhai	D.J.C.
16	20231105060017	Shah Brijesh Jitendrabhai	Brijesh
17	20231105060018	Goghari Dhvani Kamalbhai	AB
18	20231105060019	Maru Abhay Chandreshbhai	AB
19	20231105060020	Trivedi Priyam Darshanbhai	AB
20	20231105060021	Vaniya Dharmesh Himmatbhai	AB
21	20231105060022	Notnani Tushar Jeetubhai	AB
22	20231105060023	Shukla Het Punitkumar	AB
23	20231105060024	Matholiya Tarjani Bharatbhai	Tarjani
24	20231105060025	Sarvaiya Harshrajsinh Harpalsinh	Harshraj
25	20231105060026	Mandaliya Vishvam Bhaveshbhai	Vishvam
26	20231105060027	Vora Yashasvi Dhaval	AB
27	20231105060028	Rajyaguru Bhavanshi Hiteshbhai	AB
28	20231105060029	Parmar Kahan Rameshbhai	K.R. Parmar
29	20231105060030	Rajpura Devanshbhai Malaybhai	AB
30	20231105060031	Dabhi Mahek Balvantbhai	Mahek
31	20231105060032	Dangar Daksh Hareshbhai	Dangar
32	20231105060034	Makvana Keval Pareshbhai	Keval P. Makvana
33	20231105060035	Joshi Naitik Nileshbhai	AB
34	20231105060036	Goswami Yashvi Sandippari	Yashvi
35	20231105060037	Senta Rahul Lalitbhai	Rahul
36	20231105060038	Baraiya Shubham Pravinbhai	Shubham
37	20231105060040	Vyas Maharshi Vijaybhai	M.V. Vyas
38	20231105060041	Luvani Parth Bhaveshbhai	Parth
39	20231105060042	Makwana Viashali Kamleshbhai	Viashali

40	20231105060043	Chudasama Daksh Mahendrabhai	
41	20231105060045	Jagad Krunal Sanjaybhai	
42	20231105060046	Vaghasiya Het Bharatbhai	
43	20231105060047	Bhatt Harvi Sahilbhai	
44	20231105060048	Pathan Armankhan Asifkhan	
45	20231105060049	Vyas Aarav Sunilbhai	
46	20231105060050	Parekh Kush Prashantbhai	
47	20231105060052	Jadeja Dakshrajsinh Yogendrasinh	
48	20231105060053	Vyas Kanj Hiteshbhai	
49	20231105060055	Solanki Dhruvraj Ramsangbhai	
50	20231105060056	Makwana Rohit Dipakbhai	
51	20231105060057	Dave Manali Maheshbhairi	
52	20231105060058	Patel Fenali Kiritbhai	
53	20231105060059	Panjwani Jay Vijaybhai	
54	20231105060060	Joshi Dron Jayeshbhai	
55	20231105060061	Sarvaiya Aman Harehbhai	
56	20231105060062	Narola Ashiti Vimalbhai	
57	20231105060063	Ajwalia Shyama Pratikbhai	
58	20231105060064	Doshi Aatman Rajeshbhai	
59	20231105060065	Jani Shivani Devendrabhai	
60	20231105060066	Maru Mumukshu Amitbhai	
61	20231105060067	Shah Rushabh Alpeshbhai	
62	20231105060068	Habibani Evan Hanifbhai	
63	20231105060069	Bhatt Yug Ketanbhai	
64	20231105060070	Ghanwani Krish Kishorbhai	
65	20231105060071	GOHIL SATYA MALAY BHAI	


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Signature Sheet : Class - F

Activity Name: Guest Talk, Resume Building & Alumni Interaction Date: 01/02/2025

Sr.no	En.no	Student Name	Signature
1	20231105060073	CHUDASAMA BHAGYARAJ SINH KISHORSINH	AB
2	20231105060075	SIDDHPURA VIDHI RASHMINBHAI	AB
3	20231105060076	PUROHIT ZEAL NILESHBHAI	AB
4	20231105060077	LANGALIA DIYA KASHYAPBHAI	AB
5	20231105060079	VAKGHESHWARI PRIYA VIJAYBHAI	AB
6	20231105060081	GOHIL SIDDHARAJ SINH SAHDEV SINH	AB
7	20231105060082	RATHOD TANVI KETANBHAI	AB
8	20231105060083	MEHTA RUDRA PRADIPBHAI	AB
9	20231105060085	AMDAVADI JAHANVI HITESH BHAI	AB
10	20231105060087	BARAD DIYA VIJAYBHAI	AB
11	20231105060088	JOSHI TIRTH DILIPBHAI	AB
12	20231105060089	MAKWANA UTSAV JITENDRA BHAI	AB
13	20231105060090	MONAPARA SMIT MAHESH BHAI	AB
14	20231105060091	DODIYA VISHVA ATULBHAI	AB
15	20231105060092	MEHTA DEVKI JATINBHAI	AB
16	20231105060093	YADAV KAMESH PRAVINBHAI	AB
17	20231105060094	GOHIL JAYVEER SINH BHAGAT SINH	AB
18	20231105060095	MARU VIVEK DILIPBHAI	AB
19	20231105060096	RANA KRUSHIL VIMALBHAI	AB
20	20231105060097	AVAIYA KUNJ DINESH BHAI	AB
21	20231105060098	CHITRODA DHARUVIL DIPAKBHAI	AB
22	20231105060100	PARMAR YASHRAJ SINH RAJENDRA SINH	AB
23	20231105060101	GOHIL VISHVARAJ SINH PRADHYUMAN SINH	AB
24	20231105060103	KAVA JEMIN MUKUND KUMAR	AB
25	20231105060104	REVAR JAYDIP SINH MAHAVIR SINH	AB
26	20231105060105	BHUT AMISHA BHARATBHAI	AB
27	20231105060106	BUDHELIYA HETVIBEN SHAKTI KUMAR	AB
28	20231105060107	MENIYA KARTIKBHAI RAJENDRA BHAI	AB
29	20231105060108	BAMBHANIYA TULSI PARSOTTAM BHAI	AB
30	20231105060109	RANGHANI MOHITBHAI MUKESH BHAI	AB
31	20231105060110	KANZARIYA RONAK SURESH BHAI	AB
32	20231105060111	CHAUHAN PRATHAM RAJESH BHAI	AB
33	20231105060112	LIMABANI UTSAVBHAI CHATUBHAI	AB
34	20231105060113	SOLANKI JIGAR SHAILESH BHAI	AB
35	20231105060114	SHAH SHREY AMITBHAI	AB
36	20231105060115	CHAUHAN PRAYUT JITENDRA BHAI	AB
37	20231105060116	CHOHLA RUSHI KALUBHAI	AB
38	20231105060118	RATHOD JATIN DIPAKBHAI	AB
39	20231105060119	MITHANI MOHAMADSAIF ABBASBHAI	AB

40	20231105060122	RAJYAGURU DWIJ CHETAN BHAI	— AB —
41	20231105060123	PARMAR YASH RAJUBHAI	Yash
42	20231105060124	JAGAD JAY PIYUSHBHAI	Jay
43	20231105060125	PARMAR DEVRAJSINH HARDEVSINH	Dev
44	20231105060126	BUDHELIYA HARSH AJAYBHAI	— AB —
45	20231105060127	RAVAL DHWANIL RUSHIRAJ	Dhwanil
46	20231105060129	SHAH DHARMIK SANKETBHAI	2115 11/10/23
47	20231105060131	MAKWANA YASH ANILBHAI	Yash
48	20231105060132	PARMAR DAKSHRAJ HARDEVSINH	Dakshraj
49	20231105060133	JOSHI PRITIBEN SANJAYBHAI	Pritiben
50	20231105060134	TRIVEDI BHAVYAKUMAR VIJAYKUMAR	— AB —
51	20231105060135	RATHOD YASHRAJSINH GIRVANSINH	Yash
52	20231105060136	KALATHIYA PARTH BHARATBHAI	P.B.
53	20231105060137	PARMAR PRUTHVIRAJ SINH DIPSANGBHAI	— AB —
54	20231105060138	BHATT CHARMI CHIRAGBHAI	Charmi
55	20231105060139	SHAH SHIVAM SINDHUKUMAR	Shivam
56	20231105060140	PATEL VEDANT RITESHBHAI	— AB —
57	20231105060141	VAJA MEET YOGESHBHAI	Meet
58	20231105060143	RAJYAGURU KRISHA GAURANGBHAI	Krish
59	20231105060144	RAMANI BHARGAV DILIPBHAI	Bhargav


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Department: Information Technology
Signature Sheet : Class - G

Activity Name: Expert Talk, Resume Building & Alumni Interaction Date: 01/02/2025

Sr.no	En.no	Student Name	Signature
1	20231105060145	RATHOD HARDEVSINH KAUSHIKBHAI	
2	20231105060146	Arshad Aslambhai	AB
3	20231105060148	GOHIL MANTHANRAJSIN	
4	20231105060150	UPADHYAY NEEL	AB
5	20231105060152	PATEL DHRUV	AB
6	20231105060153	JIVANI MANALI	AB
7	20231105060154	PATEL NAITRA	AB
8	20231105060155	GAUSWAMI HARSHITGIRI	H.A. Gauswami
9	20231105060156	VAGHELA RUDRA	AB
10	20231105060157	GOHIL JAYVEERSINH	AB
11	20231105060158	PARMAR AAYUSHI	AB
12	20231105060159	DHANDHUKIYA BHAVDIPBHAI	
13	20231105060161	PARMAR ADARSH	
14	20231105060162	MANIYA PRIYANSHI	
15	20231105060163	RATHOD JAYDIP	AB
16	20231105060164	VAGHELA HIMANSHU	
17	20231105060165	MUNDHAVA DAKSHRAJ	AB
18	20231105060166	VANIYA KAUSHIK	AB
19	20231105060167	ZALA HARPALSINH	
20	20231105060168	KHASIYA KUSHAL	
21	20231105060169	PARMAR DHRUV	
22	20231105060170	CHAUHAN SMIT	AB
23	20231105060171	MER VIGNESH	AB
24	20231105060172	VAKANI RAJDIP	R. VAKANI
25	20231105060174	CHAUHAN SANSKRUTI	AB
26	20231105060175	CHAVDA PARTHRAJ	AB
27	20231105060176	SAIYAD RAHIL	AB
28	20231105060177	GOHIL DHRUVIBA DASHRATHSINH	AB
29	20231105060178	PATHAK HIMJA	
30	20231105060179	THAKOR ARYANKUMAR	
31	20231105060180	PATEL PRIYABEN	
32	20231105060181	PARMAR PARTH	AB
33	20231105060182	KIKANI VISHV	V. J. Kikani
34	20231105060183	MAKWANA RUDRA	AB
35	20231105060184	PATEL RUDRA	AB
36	20231105060185	GOHIL YATRIBA	
37	20231105060186	CHAUHAN TEJAS	
38	20231105060187	VAGHELA SAHIL	AB
39	20231105060190	DHAMELIYA YOGIRAJ	

40	20231105060191	RAJYAGURU CHETAV	AB
41	20231105060192	CHAUDHAN DEVI NORA	AB
42	20231105060193	SHAI KAVYA	AB
43	20231105060195	SOLANKI SHARADKUMAR	AB
44	20231105060196	LIPADHIYAY DHIRUV	AB
45	20231105060197	VAJA DHIRUVISHA	AB
46	20231105060199	LAKHANI SHEHZAD	AB
47	20231105060200	RANA PREET	AB
48	20231105060201	PARMAR ASTHA	AB
49	20231105060202	NIMBRAK KRUNAL	AB
50	20231105060203	RATHOD MEETKUMAR	AB
51	20231105060204	THAKKAR NISARG	AB
52	20231105060205	MACHHI DVIJ	AB
53	20231105060206	MANGUKIYA SHREY	AB
54	20231105060207	GHOLETAR SMIT	AB
55	20231105060209	KESHVANI DIVYA	AB
56	20231105060210	BELANI VIVEK	AB
57	20231105060211	MAKWANA LUV	AB
58	20231105060212	KANEJIYA KRISHNA	AB
59	20231105060213	SHIYAL TANMAY	AB
60	20231105060214	RISHIT RAJESHBHAI	AB


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