GYANMANJARI INSTITUTE OF TECHNOLOGY
BHAVNAGAR

Report on

An Expert Talk on AI & SEO

Date : 07/08/2025
Time : 11:00 AM to 12:45 PM
Venue : TF-14

No. of Student	13
Department	Computer Engineering
Course	B.TECH.
Semester & Branch	1st | CSE
Class	Premium
Faculty Co-ordinator	[1]. Prof. Mayank K. Champaneri [2]. Prof. Akshay R. Kanojiya [3]. Prof. Princy P. Rathod

About Expert:

Ms. Nayanaba Gohil, a distinguished professional in the field of digital marketing and search engine optimization (SEO), is currently associated with Mitanshi Technologies, a leading IT company based in Bhavnagar, Gujarat. With a strong academic background and a passion for technology, Ms. Gohil has established herself as a thought leader in the integration of Artificial Intelligence (AI) with SEO strategies.

Objective of Talk

Session Title: " AI and SEO "

The primary objective of the expert talk on Artificial Intelligence (AI) and Search Engine Optimization (SEO) is to educate and empower digital marketing professionals, business owners, and technology enthusiasts about the transformative role of AI in enhancing SEO strategies. The session aims to:

1. **Explain the Intersection of AI and SEO:** Provide a clear understanding of how AI technologies like machine learning, natural language processing, and automation are reshaping traditional SEO practices.

2. **Showcase Practical AI Applications in SEO:** Demonstrate real-world use cases such as AI-driven keyword research, content optimization, predictive analytics, voice search, and technical SEO automation.

3. **Enhance Strategic Decision-Making:** Equip attendees with knowledge and tools to leverage AI for smarter, data-driven SEO decisions that improve website rankings and user engagement.

4. **Address Challenges and Ethical Considerations:** Discuss potential challenges and ethical implications of integrating AI in SEO, promoting responsible and transparent digital marketing practices.

5. **Encourage Innovation and Future-Readiness:** Inspire participants to adopt AI-powered SEO tools and methodologies, preparing their businesses to stay competitive in the evolving digital landscape.

About Expert Session

The expert talk titled " **AI and SEO** " by **Ms. Naynaba Gohil** was an inspiring and transformative session designed to ignite self-belief and leadership among young minds, especially engineering and technical students. An expert talk is a focused session led by a professional with deep knowledge and experience in a specific field. These talks aim to share valuable insights, emerging trends, and practical knowledge with an audience eager to learn and grow. Typically, an expert talk involves detailed discussions on a particular topic, often combining theory with real-world applications. The speaker engages the audience through presentations, case studies, and interactive Q&A sessions, making complex concepts accessible and relevant.

Photographs

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TPA Signature

HOD Signature