

Gyanmanjari Institute of Technology Bhavnagar

Report on

SDP Session on Search Engine Optimization & Website Audit Report

Date: 04/02/2025
Time: 07:30 AM
Venue : FF-30

No. of Student	15
Department	Department of Computer Engineering
Semester	Diploma SEM – 6
Faculty Co-Ordinator	Prof. Akshay R. Kanojiya

Objective

The Student Development Program (SDP) on SEO & Website Audit Report for the 6th Diploma Genius Class aimed to equip students with practical knowledge of Search Engine Optimization (SEO) techniques and the importance of website auditing in digital marketing. The session focused on enhancing students' understanding of on-page and off-page SEO, technical SEO, keyword research, backlink analysis, and website performance evaluation. By learning these essential skills, students gained insights into optimizing websites for better search engine rankings, improving user experience, and conducting professional audit reports, preparing them for industry demands and career opportunities in digital marketing.

About Activities:

The Student Development Program (SDP) on SEO & Website Audit Report for the 6th Diploma Genius Class included a series of interactive and hands-on activities to enhance students' understanding of digital marketing strategies. The activities covered:

- **Introduction to SEO** – A session explaining the fundamentals of on-page, off-page, and technical SEO.
- **Keyword Research & Analysis** – Students explored various tools to identify high-ranking and relevant keywords for website optimization.
- **Website Audit Hands-on Practice** – A step-by-step guide on using SEO audit tools like Google Search Console, SEMrush, and Ahrefs to analyze website performance.
- **On-Page Optimization Task** – Students worked on meta tags, headings, URL structures, and image optimization for better search engine ranking.
- **Backlink Analysis & Off-Page SEO** – Understanding the importance of quality backlinks and strategies to improve domain authority.
- **Live Case Study & Report Preparation** – Students conducted real-time audits on existing websites, identified SEO issues, and prepared professional website audit reports.
- **Q&A and Career Guidance** – A discussion on career opportunities in SEO, freelancing, and digital marketing trends.

Photographs



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TPA Signature

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Stress Relief Activities