



GANDHI INSTITUTE FOR EDUCATION AND TECHNOLOGY

Baniatangi, Bhubaneswar



Report on Search engine Optimization Workshop

Department of Computer Science in association with Computer Society of India organised two days workshop "Search Engine Optimization" held on 21st and 22nd August 2017 at GIET, Baniatangi. The workshop starts with a inaugural meeting on 21/08/17 where Prof. (Dr.) Mohan Charan Panda, Principal, GIET, Baniatangi, Prof.(Dr.) Jivananda Jena, Dean (DSA), Prof.(Dr.) Anil Kumar Mishra, HOD, CSE Prof. Bikash Pattanaik, Principal (Diploma wing) Mr. Deba Prasad Majumdar, GM (Admin) Prof. Raj Kumar Mohanta, Convenor, Prof. Nilamadhab Mishra, Co-convenor, HODs of different departments, faculty members, staff members and students participants were present.

After the meeting Technical session-I was conducted in Seminar Hall. There were 74 no.s of students registered for the workshop. In this session the trainer discuss about Search Engine Optimization for beginners. He mainly emphasizes on Search Engine Marketing vs Search Engine Optimization. The session ends with a lunch break.

After the Technical session-II was conducted in Lab-01 where he discusses on SEO factors like On-page factors, Off-page factors, On-site factors, Social media factors. Finally the day-1 sessions were ended.

On 22/08/17, the Technical session-III was conducted in Lab-01 where the trainers give the practical demonstrations of the factors of SEO and analyze the problems related to our college official web site and also give ideas about improvisation.

After the end of Technical session-IV participation certificates were distributed by Prof. (Dr.) Mohan Charan Panda, Principal, GIET, Baniatangi, Prof. (Dr.) Anil Kumar Mishra, HOD, CSE ,Prof. Nilamadhab Mishra, Co-convenor, Prof.(Dr.) Sambit Kumar Mishra, Head R & D and Prof. Neelamani Samal, Asst. Prof. CSE..

At last, Prof. Nilamadhab Mishra proposed the vote of thanks and the program ended with photo session.





