



REPORT

SEMINAR ON SEARCH ENGINE OPTIMISATION USING AI

Date	26 th October, 2023
Speakers	1. Mr. Akash Sharma (Additional Director, NIELIT)
	2. Mrs. Nidhi Chawla (Consultant,AI)
Collaboration	NIELIT(National Institute of Electronics & Information
	Technology)
Participants	74

On the 26th of October, 2023 the Centre for Skill Development(CSD) in a timeless partnership with NEILIT, organized a most fruitful seminar for the students of Shyam Lal College on the correct way of 'Search Engine Optimization using Artificial Intelligence'. The objective of the seminar was to create awareness among the students about the fields of Data Science, Machine Learning and Deep Learning of Tools and Techniques.

The programme commenced with Dr. Kavita Arora (Convenor,CSD) introducing the distinguished panel comprising of Mr. Akash Sharma, Additional Director NIELIT and Mrs. Nidhi Chawla, Consultant. The National Institute of Electronics & Information Technology or NIELIT sent over the best in their quiver to educate the intuitive minds of the students. The seminar was further conducted by Mr. Akash Mehta on SEOs.

SEO means Search Engine Optimization and is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily findable and as a consequence, search engines rank them better. This turned out to be a very incredible experience for the students as their queries were all satiated in the next interactive doubt session. This was evident in the crowd turn up, as there were close to a hundred onlookers in front of our fabulous speakers.

The seminar came to a fitting end by the vote of thanks given by Dr. Gayatri Chaturvedi. Thus, a thunderous applause was the key to the speakers' perfect departure as we bid them adieu.









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ATTENDANCE SHEET:-

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Presents a Seminar on "Optimising search engines using AI"

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