



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
GRADE "A" INSTITUTE

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Recognized Under Sec. 2(f) of UGC Act 1956

INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085

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**Department of Journalism and Mass Communication**

**Report on Workshop on Search Engine Optimization (SEO)**

<b>Title of Activity*</b>	Workshop on Search Engine Optimization (SEO)
<b>Subject</b>	Digital Media Marketing
<b>Values</b>	Promoting analytical and critical thinking
<b>Learning Outcomes</b>	<ul style="list-style-type: none"><li>• Gained comprehensive understanding of Search Engine Optimization and its types</li><li>• Learned practical techniques for keyword research, on-page and off-page optimization</li><li>• Understood the importance of SEO in digital media visibility and brand growth</li><li>• Acquired skills to analyze website traffic and improve ranking through SEO tools</li><li>• Strengthened awareness of ethical practices and evolving trends in search marketing</li></ul>
<b>Organized by (Dept./ Centre/ Cells/Clubs/ Committees Name) *</b>	Department of Journalism and Mass Communication
<b>Program Theme*</b>	Enhancing digital communication skills through practical learning of Search Engine Optimization techniques
<b>External Expert / Internal Expert</b>	Dr. Nimish Kapoor
<b>Date*</b>	13.10.2025
<b>Time*</b>	12:30 PM onwards
<b>Venue</b>	Room No. 1409, PG Building

*Dr. Shivesh K. K.*  
HOD  
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INSTITUTE OF ADVANCED STUDIES

ROHINI, DELHI

NAAC GRADE 'A' INSTITUTE (CYCLE-2)

**WORKSHOP ON  
SEARCH  
ENGINE  
OPTIMIZATION**



**Date: 13.10.2025**  
**Time: 12:30 PM onwards**  
**Venue: Room No. 1409,  
PG Building**

**External Expert  
Dr. Nimish Kapoor**

<b>No. of Students*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	47
<b>No. of Faculty*</b> (only no. to be written, list in excel or word should be maintain at department level as proof for any further requirement)	01
<b>No. of External Participants (students + faculty)</b> [write NA if not applicable]	NA

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ROHINI, DELHI

NAAC GRADE 'A' INSTITUTE (CYCLE-2)

**WORKSHOP ON  
SEARCH  
ENGINE  
OPTIMIZATION**



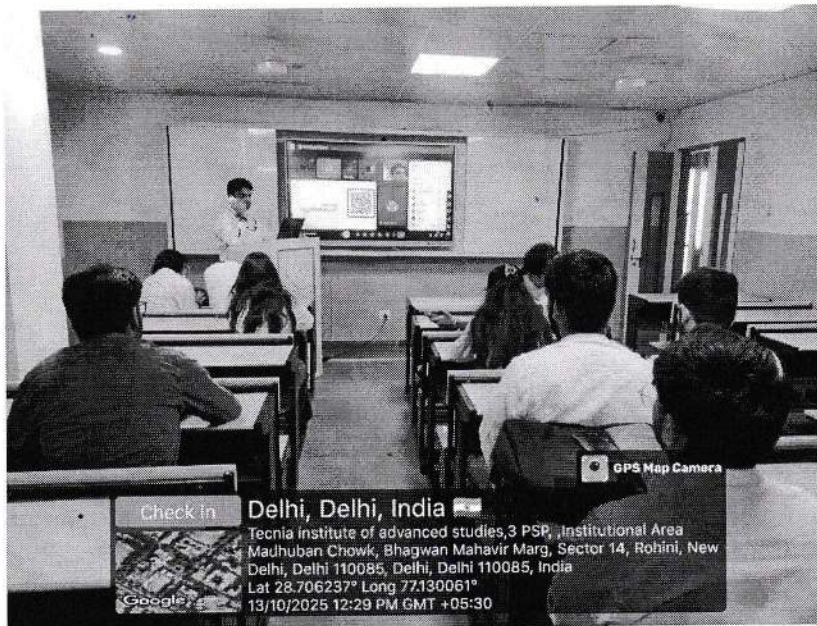
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**Photograph\***



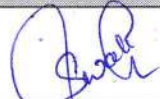
**Report:**

**Description in (min 250 to max 800 words)**

On 13th October 2025, the Department of Journalism and Mass Communication at TECNIA Institute of Advanced Studies organized a participative learning workshop on *Search Engine Optimization (SEO)* in Room No. 1409, PG Building. The session commenced at 12:30 PM and witnessed the enthusiastic participation of 65 students, guided by the internal faculty coordinators.

The objective of the workshop was to introduce students to the core concepts and applications of SEO within the context of digital marketing. The workshop aimed to equip learners with the practical skills required to improve the online


*Singhvi*  
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	<p>visibility of websites and digital content through strategic optimization techniques.</p> <p>The session began with an overview of SEO fundamentals—covering its types, such as <i>On-Page SEO</i>, <i>Off-Page SEO</i>, and <i>Technical SEO</i>. Students were introduced to the significance of keywords, meta tags, backlinks, and user engagement in achieving higher search engine rankings. Faculty members demonstrated the use of analytical tools such as <i>Google Analytics</i>, <i>Google Search Console</i>, and <i>Yoast SEO</i> for real-time website analysis and optimization.</p> <p>Students actively participated in keyword research exercises, content optimization demonstrations, and performance analysis of sample websites. The participative learning method encouraged discussion, problem-solving, and peer collaboration, allowing students to apply theoretical knowledge to practical tasks.</p> <p>The workshop also emphasized the ethical dimensions of SEO, addressing issues like plagiarism, black-hat techniques, and the importance of maintaining content originality. Students gained awareness of how SEO plays a pivotal role in shaping digital marketing strategies and influencing audience engagement.</p> <p>Overall, the <i>Workshop on SEO</i> proved to be highly beneficial for students, helping them bridge the gap between classroom learning and real-world application. It enhanced their technical proficiency, analytical mindset, and strategic approach to digital media content creation.</p>
<b>Recourse Person Profile</b>	NA
<b>Attendance Sheet*</b>	<i>Attached at the end of Report</i>
<b>Report Submitted by Event Coordinator</b> (write faculty coordinator name)	Ms. Swati Gupta, Assistant Professor BA (J&MC), TIAS
<b>For Office Use</b>	
<b>Signature of Event Coordinator</b>	

  
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## List of Participants

S.NO.	STUDENT ID	ENROLL NO.	NAME OF STUDENT
1	TIAS/BAJMC/2023-26/17810	00117002423	MEHAK WASAN
2	TIAS/BAJMC/2023-26/17712	00417002423	JAITSRI KAUR
3	TIAS/BAJMC/2023-26/17734	00517002423	UDAY
4	TIAS/BAJMC/2023-26/17729	00617002423	MOHAK SETH
5	TIAS/BAJMC/2023-26/17710	00717002423	ABHINAV GUPTA
6	TIAS/BAJMC/2023-26/17742	00917002423	KAMAKSHI
7	TIAS/BAJMC/2023-26/17725	01017002423	MADHAV ARORA
8	TIAS/BAJMC/2023-26/17757	01117002423	NUPUR
9	TIAS/BAJMC/2023-26/17738	01217002423	VAIBHAV
10	TIAS/BAJMC/2023-26/17707	01317002423	ANMOL ABICHANDANI
11	TIAS/BAJMC/2023-26/17727	01417002423	DIVIJA BHANDARI
12	TIAS/BAJMC/2023-26/17726	01517002423	ATISHAY JAIN
13	TIAS/BAJMC/2023-26/17715	01617002423	VANI
14	TIAS/BAJMC/2023-26/17756	01717002423	VANI
15	TIAS/BAJMC/2023-26/17759	01817002423	EVYAN KUMAR
16	TIAS/BAJMC/2023-26/17714	01917002423	SHAURYA JAYASWAL
17	TIAS/BAJMC/2023-26/17723	02117002423	HARSHITA GUPTA
18	TIAS/BAJMC/2023-26/17716	02217002423	KAVYA SHARMA
19	TIAS/BAJMC/2023-26/17711	02317002423	KUSHAL SHARMA
20			

  
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	TIAS/BAJMC/2023-26/17705	02417002423	TANISHKA JAIN
21			
22	TIAS/BAJMC/2023-26/17731	02517002423	SARTHAK SHARMA
23			
24	TIAS/BAJMC/2023-26/17719	02617002423	POOJA
25	TIAS/BAJMC/2023-26/17706	02717002423	KHUSHI DAS
26	TIAS/BAJMC/2023-26/17730	02817002423	TANUSHKA
27	TIAS/BAJMC/2023-26/17758	02917002423	KHANAK
28	TIAS/BAJMC/2023-26/17737	03017002423	AMBUJ AHLUWALYA
29	TIAS/BAJMC/2023-26/17717	03117002423	ABHINAV KUMAR
30	TIAS/BAJMC/2023-26/17736	03217002423	RUPANSH
31	TIAS/BAJMC/2023-26/17722	03317002423	SANGINI GHOSH
32	TIAS/BAJMC/2023-26/17754	35917002423	RIVANSHI THAKUR
33	TIAS/BAJMC/2023-26/17713	03417002423	AARTI SEHDEV
34	TIAS/BAJMC/2023-26/17741	03517002423	JAANASHEEN
35	TIAS/BAJMC/2023-26/17702	03617002423	DOLLY CHAWLA
36	TIAS/BAJMC/2023-26/17732	03717002423	SNEHA
37	TIAS/BAJMC/2023-26/17724	03817002423	ABHAY KUMAR SOLANKI
38	TIAS/BAJMC/2023-26/17735	03917002423	NISHANT KUMAR SINGH
39	TIAS/BAJMC/2023-26/17720	04117002423	HARSH
40	TIAS/BAJMC/2023-26/17752	35117002423	AARAV ARORA
41	TIAS/BAJMC/2023-26/17747	35217002423	NIYATI BIST
42	TIAS/BAJMC/2023-26/17744	35317002423	PRATHAM SETHI
43	TIAS/BAJMC/2023-26/17749	35417002423	MEHAK JAIN

  
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44	TIAS/BAJMC/2023-26/17746	35517002423	NAMAN KUMAR
45	TIAS/BAJMC/2023-26/17743	35617002423	CHAITANYA GANDHI
46	TIAS/BAJMC/2023-26/17751	35717002423	MEHAK KAUSHIK
47	TIAS/BAJMC/2023-26/17750	35817002423	BHOOMI

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