

Dear Professors,

The Department of Information Technology is organizing an invited lecture on 'Search Engine Optimization' at Conference Hall-I on 08.0.1.2019 [9:30-12:30]. The HOD's are requested to send their students to attend the Program and get benefited. Kindly furnish the names of students who participate in this Program.

S. Kalaiselvi
Principal etc

S.No	Department	Class	Student Name	Sign of HOD
1.	English (Aided)	III yr	1. R. Swathiramy 2. R. Roopashree	D. Full
		II yr	1. K. Abhinayakarthika 2. J. Ranjitha 3.	
2.	Economics	III yr	1. Pandi Meena. M 2. Ramya. R.	M. Rane
		II yr	1. Mahitha. S. 2. Priyadharshini. B 3. Revathi. R.	
3.	History	III yr	1. Mohisha. M. 2. Jassil Selvi. D.	S. Saravanan
		II yr	1. Ayisha 2. Nalini. S. 3. Nalena	
4.	Mathematics (Aided)	III yr	1. Indumalar. R 2. S. Yamuna.	S. Sreepathi
		II yr	1. R. Nirupama 2. C.M. Janani 3. N.S. Keerthana. D.	
5.	Physics	III yr	1. P. Indumathi 2. P. Satyapriya.	B. S.
		II yr	1. P. Sainila. Devi. 2. T. R. Padmasri 3. S. Sakana.	
6.	Chemistry	III yr	1. - 2. -	for S. V. S.
		II yr	1. - 2. - 3. -	

S.No	Department	Class	Student Name	Sign of Hod
7.	zoology	iii yr	1. -	-
			2. -	
		ii yr	1. -	
			2. -	
			3. -	
			4. -	
8.	Commerce	iii yr	1. Gayathri	-
			2. Indira	
		ii yr	1. Deepthi	
			2. Anmescy	
			3. Mohana Priya	
			4. -	
9.	English (SF)	iii yr	1. S.S. Yazhini	-
			2. P. Brincha	
		ii yr	1. A. Ishwarya Sree	
			2. P. Kavanya	
			3. K. Gokula Priya	
			4. -	
10.	Mathematics (SF)	iii yr	1. V. Visotha	-
			2. B. Virothini	
		ii yr	1. D. Keerthana	
			2. K.V. Bhoomika	
			3. -	
			4. -	
11.	Computer Science	iii yr	1. S. Poojaaharshini	-
			2. S. Kalpanadevi	
			3. P. Sri Varshini	
			4. J. Rajina RUKMI	
			5. K. Divya	
			6. -	
			7. -	
			8. -	
			9. -	
			10. -	
		ii yr	1. C. Abarna	-
			2. L. Kalpana	
			3. S. Jeshna	
			4. A. Nishetha	
			5. K. Rafeena	
			6. B. Kiruthika	
			7. -	
			8. -	
			9. -	
			10. -	

Sign of Hod

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30

31

32

33

34

35

36

37

38

39

40

41

42

43

44

45

46

47

48

49

50

51

52

53

54

55

56

57

58

59

60

61

62

63

64

65

66

67

68

69

70

71

72

73

74

75

76

77

78

79

80

81

82

83

84

85

86

87

88

89

90

91

92

93

94

95

96

97

98

99

100

S.No	Department	class	Student Name	Sign of HOD
12.	COMPUTER APPLICATIONS	III Yr 1. 2. 3. 4. 5. 6. 7. 8. 9. 10. II Yr 1. 2. 3. 4. 5. 6. 7. 8. 9. 10.		Sign of HOD for <u>S. Datta</u>
B.	BBACA	III Yr II Yr	1. K.S. Dhasani 2. K. Niventhilakumari 1. T. Pavithra 2. S. Elakkiya 3. M. Sulthana Begum	<u>S. Datta</u>
14.	B.com(CA)	III Yr II Yr	1. K. Arupa N 2. K. Sanjeetha 1. M. Deepiga 2. C. Kavya 3. P. Varshini	A. Prasanna
15.	B.com(SF)	III Yr II Yr	1. Nandhan 2. Nandhini 1. Renugadevi 2. Srimitha 3. Kangadurga	<u>S. Datta</u>

S.No	Department	Class	Student Name	Signature of Hod
16.	B.com(E-com)	iii ya ii ya	1. - 2. - 1. - 2. - 3. -	M.P.P.
17.	statistics	iii ya ii ya	1. Aishwarya.R 2. Sobana.P 1. Reshma. 2. Muthamil selvi.A 3. Hemarandhini	B.P.P.
18.	Logistics	iii ya ii ya	1. - 2. - 1. - 2. - 3. -	S. Sundar

B. BBA (CV) - RB III
 B. BBA (CV) - RB II
 H. B. Com (CV) - RB III
 H. B. Com (CV) - RB II
 R. B. Com (CV) - RB III
 R. B. Com (CV) - RB II

A. Prasanna

R. B. Com (CV)

Invited Lecture on 'Search Engine Optimization'

Expert:

P. Gopalakrishnan MBA

SEO Analyst

Acoustical Surfaces

Bangalore

Department of Information Technology has organized an invited lecture on 'Search Engine Optimization'. The invited lecture was arranged for students from various departments. The expert of this invited lecture is Mr. P. Gopalakrishnan, Senior, SEO Analyst, Acoustical Surfaces Bangalore. He is a well-known person for delivering the expert talk on Search Engine Optimization.

Mr. P. Gopalakrishnan has introduced himself very briefly. Then he presented that what is the mission of search engines, the market share of search engine, the human goals of searching,

determining a search intent, how people search, how search engines drive commerce on the web. He had explained various aspects to be kept in mind while searching in search engines. He has covered the reasons why some websites come very first.

Then he explained about search engine basics, algorithms for searching, determining your search objectives & defining your site's audience. Major elements of SEO, keyword research.

He has loaded the seminar towards further advancements in search engine optimization. He has covered on content management system issues, creating link worthy content & link marketing. He also

explained about optimizing for vertical search, tracking results & measuring success, domain changes, Post-SEO redesigns & troubleshooting.

determining a search intent, how people search, how search engines drive commerce on the web. He had explained various aspects to be kept in mind while searching in search engines. He has covered the reasons why some websites come very first.

Then he explained about search engine basics, algorithms for searching, determining your search objectives & defining your site's audience, Major elements of SEO, keyword research.

He has loaded the seminar towards further advancements in search engine optimization. He has covered on content management system issues, creating link worthy content & link marketing. He also explained about optimizing for vertical search, tracking results & measuring success, domain changes, Post-SEO redesigns & troubleshooting.

At the end experts concluded with a practical demonstration of SEO of an example website.

Students had attended this session with a high concentration. They have learnt the SEO concepts from fundamentals to the advanced ones. There was a tremendous response from students.

P. Gopalakrishna

Signature of the expert

A. Srinivas
HOD

S. Kalavathi
Principal