

**Belgaum Institute of Management Studies Degree College (BCA Department) organized a workshop on**

## **“SEARCH ENGINE OPTIMIZATION (SEO)”**

**Belgaum Institute of Management Studies Degree College (BCA Department) organized a workshop on “Search Engine Optimization (SEO)” for our BCA students on “23<sup>rd</sup> November 2021”.**

The workshop commenced at 11:00 A.M. by welcoming the resource person Shri Abhinandan Tallur and his team” who is the CEO and founder of “Artallur India Pvt. Ltd.” Belagavi.

The resource person guided our students on google form, types of SEO, history of SEO, data analytics role in SEO and various job opportunities for the students in the field of SEO. Further he highlighted the various internship programs with stipend and the google certification courses for the students.

Mr. Rohit Vernekar a team member highlighted students about the various courses and certification on SEO, further he suggested the importance of additional skills for the academic development, which will help them to boost their carrier.

Anchoring of the event was done by the Miss. Nimra Sherkhan (BCA- 1) and concluded by vote of thanks by Miss. Ummulwara (BCA-3<sup>rd</sup> semester).

All the faculty members of BCA and students were part of this workshop.

