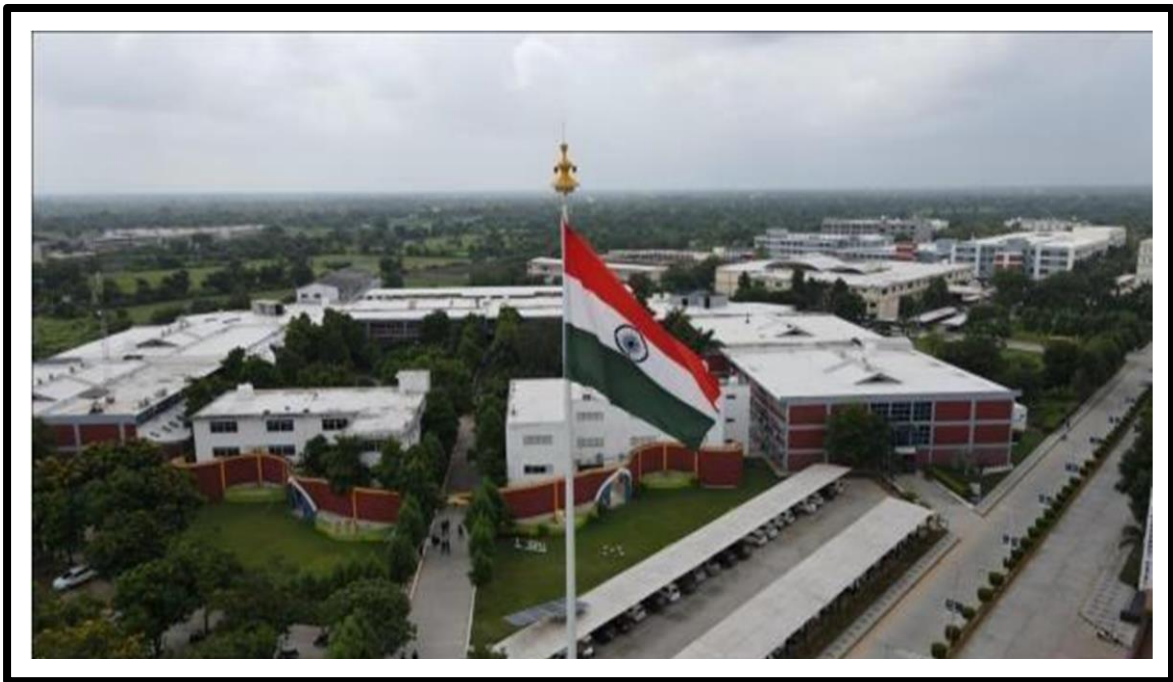**A**

Brief Report on Workshop

On

"SEO & Google Ads"

MCA-II, IMCA-II

Dated: 12th April 2025

Organized By

Department of Computer Application (MCA)

Sankalchand Patel College of Engineering

Sankalchand Patel University Kamana Char Rasta,

Gandhinagar-Ambaji State Highway, Visnagar-384315

EVENT POSTER

DEPARTMENT OF COMPUTER APPLICATION (MCA)
SANKALCHAND PATEL COLLEGE OF
ENGINEERING, VISNAGAR

One Day Workshop ON
SEO & Google Ads

12th April 2025 | 10:00 AM ONWARDS
Location: SPCOE - 3

Mr. Rahul R. Soni
Digital Pundit - Founder & CEO

CHIEF PATRON

Shri Prakash Patel
President, SPU

PATRON

Prof.(Dr.) P. M. Udani
Provost, SPU

PATRON

Dr. H. N. SHAH
Director Technical Courses,
Dean, FET, SPU

Coordinators
Dr. Jitendra H. Darji
Mr. Vishal S. Sharma

CONVENERS

Dr. P. J. PATEL
Principal, SPCE

Dr Kirit J. Modi
DEAN, FCS, SPU

Dr. M. I Sandhi
Associate Dean, FCS
HOD, MCA, SPCE

FOR A BETTER TOMORROW

Brief Report on SEO & Google Ads Expert Session by Mr. Rahul R. Soni

Date: 12th April 2025

Time: 10:00 AM to Onwards

Venue: SPCOE-3

An MCA Department organized an expert session on 12th April 2025 at SPCOE-3. The event featured Mr. Rahul R. Soni, a distinguished expert in SEO & Google Ads, as the guest speaker. The session was attended by students and faculty members from the MCA Departments of SPCE College.

Expert: Mr. Rahul R. Soni
                 Digital Pandit,
                 Founder & CEO

Brief of Expert:

Mr. Rahul R. Soni has 15+ years of experience in digital marketing and web analytics with a passion for effective, dynamic online marketing strategies to drive sales and achieve business goals. He is currently managing the planning and analytics lead role, which involves managing client relationships, delivering improved strategies, and contributing to the growth of the analytics business line.

Skills:
Digital Marketing Strategy, Display Marketing, Social Media Marketing, Search Engine Marketing, Search Engine Optimization
Tools:
Google Ads, YouTube, Bing Ads, Facebook Ads, Google Tag Manager (GTM), Google Analytics, Google Search Console

Topics Covered:

⬛ SEO (Search Engine Optimization)

1. Basics of SEO

- What is SEO?
- Importance of organic search
- How search engines work (crawling, indexing, ranking)

2. Types of SEO

- On-page SEO (content, meta tags, keywords)
- Off-page SEO (backlinks, social signals)
- Technical SEO (site speed, mobile-friendliness, crawlability)
- Local SEO (Google Business Profile, local keywords, NAP consistency)

3. Keyword Research

- Tools for keyword research (e.g., Google Keyword Planner, SEMrush, Ahrefs)
- Short-tail vs. long-tail keywords
- Keyword intent (navigational, informational, transactional)

4. Content Optimization

- Writing SEO-friendly content
- Content structure and formatting (headings, bullet points)
- Internal linking strategies

5. Analytics & Tools

- Google Search Console
- Google Analytics
- SEO audit tools (Screaming Frog, Moz, etc.)

6. SEO Strategies

- White hat vs black hat SEO
- Link building strategies
- User experience (UX) & SEO
- SEO for eCommerce or blogs

⬚ Google Ads (formerly AdWords)

1. Introduction to Google Ads

- What is PPC (Pay-per-click)?
- Difference between organic vs. paid search

2. Campaign Structure

- Account → Campaigns → Ad Groups → Ads
- Types of campaigns (Search, Display, Video, Shopping, Performance Max)

3. Keyword Targeting

- Broad match, Phrase match, Exact match
- Negative keywords
- Keyword Planner tool

4. Ad Creation

- Writing compelling ad copy

- Responsive search ads vs. Expanded text ads
- Ad extensions (sitelink, callout, structured snippet, etc.)

5. Audience Targeting

● Demographics
● Custom audiences
● Remarketing

6. Google Ads Policies

● Ad approval process
● Disapproved ads and reasons
● Restricted content

Participation and Engagement

The session witnessed active participation from both students and faculty members, who engaged in thoughtful discussions during the interactive Q&A segments. Mr. Rahul R. Soni's expertise and practical insights enriched the audience's understanding of SEO & Google Ads technologies. A total of 67 members attended the expert session.

Conclusion

The event concluded with a vote of thanks, acknowledging Mr. Rahul R. Soni's efforts and expertise in delivering a highly educational and inspiring session. The program was instrumental in fostering knowledge sharing and sparking interest in the future of SEO & Google Ads technologies.

Glimpses of the Expert Session:

LIST OF STUDENTS PARTICIPANT

Department of Computer Application (MCA)
Sankalchand Patel College Of Engineering, Visnagar
IMCA Semester-II (2024-25)
Workshop On SEO & Google Ads Attandance Sheet

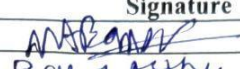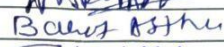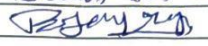| Sr.No.	Roll No.	Students Name	Signature
1	2	BAROT NIDHIBEN ASHOKBHAI	N. A. Barot.
2	3	CHAUDHARI ACHAL ISHVARBHAI	Achal,
3	4	CHAUDHARI ARAVKUMAR MAHESHBHAI	Arev. C.
4	5	CHAUDHARI JEELS VINODBHAI	
5	6	CHAUDHARI NUPURBEN BHARATBHAI	Chaudhari
6	7	CHAUDHARY RIDHAM MUKESHBHAI	Ridhem.
7	8	CHAUHAN KARISHMA VIJAYKUMAR	
8	9	GAUSWAMI JANVIBEN MUKESHGIRI	
9	10	GHADIYA MAYANKKUMAR BHARATJI	
10	11	JOSHI KRISHA BHAVESHKUMAR	Krisha.
11	12	KOMAL VAISHNAV	Komal,
12	13	LIMBADIYA MOHAMMADSIDDIK UMMARBHAI	Mohmm
13	14	MAHAJAN MAHIR GIRISHKUMAR	
14	15	MAKAVANA DIYA KAMLESHBHAI	Diya
15	16	MANSURI ARMAN IKBALBHAI	
16	17	MANSURI MOHAMMAD ARMAN SALIMBHAI	Mohmm
17	18	MANSURI RIYANABANU ZAKIRHUSEN	
18	19	MEVADA ARMI JIGNESHKUMAR	Army,
19	20	MIR ARMANBHAI YASINBHAI	Arman.
20	21	MODI ARCHNABEN RAJESHKUMAR	Apz.
21	22	MODI HARSH PARESHKUMAR	
22	23	OD NAYANKUMAR MUKESHBHAI	Nayen
23	24	PANCHAL PRIYANSH BHARATBHAI	PRiyansh. P
24	25	PARMAR ANJANABEN RAJESHKUMAR	P. A. R
25	26	PARMAR FARDINKHAN DOLATKHAN	Fardin
26	27	PATEL JIYABEN RAMESHBHAI	J.R.Patel
27	28	PATEL KASHISHBEN PRAKASHBHAI	Kashish. P
28	29	PATEL MUKTIBEN PURUSHOTTAMBHAI	M. P. Patel
29	30	PATEL PRIYANK JAYPRAKASHBHAI	P. J. Patel
30	31	PATEL RAHULKUMAR RAMESHBHAI	R.R.Patel
31	32	PATEL RAVI GOVINDBHAI	
32	33	PATEL ROUNAK DHARMENDRAKUMAR	Patel
33	34	PATEL SIDDHARTHKUMAR GIRISHBHAI	
34	35	PRAJAPATI DHRUV KIRTIBHAI	Dhruv,
35	36	PRAJAPATI PRATIKKUMAR MAHESHBHAI	
36	37	RAVAL AMIT BHARATBHAI	
37	38	RAVAL ARTI HARSHADKUMAR	Raval Arti
38	39	RAVAL PRAGATIBEN BHARATBHAI	Pragati .Raval.
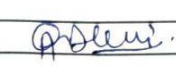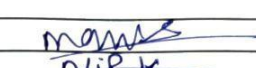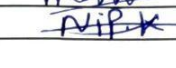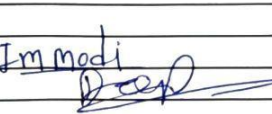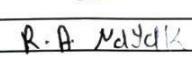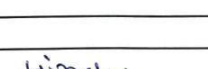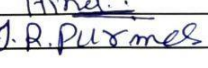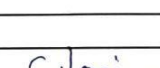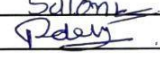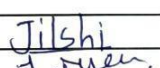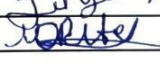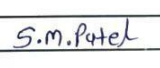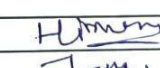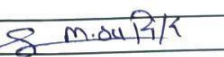
39	40	SAIYAD MOHMADSAFIN MUSTAKIM	sofin
40	41	SAMBHVANI SHAKSHI DAYALKUMAR	
41	42	SATHAVARA DHARABEN BHARATKUMAR	Dharal.
42	44	SENMA PRINCEKUMAR SURESHBHAI	
43	45	SHEKH AFVAN ANISHAHMAD	
44	46	SINDHI TAMANNA BHARATBHAI	T.B.Sindhi
45	47	SOLANKI LAKSH HITESHBHAI	
46	48	SUKHADIYA KRISHNA AMITKUMAR	Krishy.
47	49	SUTARIYA ANKITKUMAR BABULAL	
48	50	SUTHAR PRITIBEN KANUBHAI	SutharPriti.
49	51	SUTHAR VIDHIBEN SUMANBHAI	Suthar
50	52	PATEL TEJ VINODBHAI	tej.
51	53	THAKKAR VISHAKHA NARESHKUMAR	Vishakha.
52	54	TRIVEDI AKSHAY NARAYNESHVAR	
53	55	VAISHNAV PRIYANKA TEJARAM	
54	56	VALMIKI ASHISH GOVINDBHAI	

Department of Computer Application (MCA)
Sankalchand Patel College Of Engineering, Visnagar
MCA Semester-II (2024-25)
Workshop On SEO & Google Ads Attandance Sheet

Sr.No.	Roll No.	Students Name	Signature
1	1	BANKER MANAV AJITBHAI	MAnav
2	2	BAROT ASTHA JIGNESHKUMAR	Barot Astha
3	3	BAROT JAYRAJKUMAR RAKESHKUMAR	Jayraj
4	4	CHAUDHARI SANDIPKUMAR DINESHBHAI	
5	5	CHAUDHARY HARSHIL DINESHBHAI	Harshil
6	6	CHAUDHARY PRIYA MADHUBHAI	
7	9	GOSWAMI ANJALIBEN NARENDRAPURI	Anjali
8	10	GOSWAMI DIXITKUMAR MAYURNATH	
9	11	JANSARI MAHIR MAHENDRAKUMAR	mams
10	12	KARDANI NIP KIRITBHAI	Nipk
11	14	MALI MAHENDRAKUMAR RAMESHBHAI	
12	15	MISTRI BHUMI PARENDRAKUMAR	
13	16	MODI ISHITA BHARATBHAI	Immodi
14	17	MUJPARA DEEP VISHNUBHAI	Deep
15	18	NAYAK NANDINI BHUPENDRAKUMAR	
16	19	NAYAK RUDRA ASHOKKUMAR	R.A Nayak
17	20	PAREKH TIRTH MANOJBHAI	
18	22	PARMAR ANIKETBHAI BHARATBHAI	
19	23	PARMAR HINABEN RAJENDRAKUMAR	Hina
20	24	PARMAR JIGAR RAMESHBHAI	J.R.Purmes
21	25	PARMAR MEET ASHVINKUMAR	
22	26	PARMAR PARINABEN GANPATBHAI	
23	27	PARMAR SALONI VINODKUMAR	Saloni
24	28	PATEL DEV DIPAKBHAI	Pdev
25	29	PATEL DIYABEN DINESHBHAI	
26	30	PATEL JILSHI JAYESHBHAI	Jilshi
27	31	PATEL JIYABEN JITENDRABHAI	Jiyen
28	32	PATEL MANSIBEN VIPULKUMAR	Patel
29	33	PATEL POOJAN HASMUKHBHAI	
30	35	PATEL SRUSHTIBEN MAHESHBHAI	S.M.Patel
31	36	PRAJAPATI AYUSHKUMAR MUKESHBHAI	
32	37	PRAJAPATI HIMANIBEN MUKESHBHAI	Himani
33	38	PRAJAPATI JAY RAMESHBHAI	Jay
34	39	PRAJAPATI KETULKUMAR SURESHBHAI	
35	40	PRAJAPATI MILAN RAMESHBHAI	
36	41	PRAJAPATI PARTH KAUSHIKKUMAR	Parth P.
37	42	SADHU HARESHKUMAR BALDEVBHAI	
38	43	SALU MAHAMADSAFIK SAIFULLAH	S.M.Sa R/K

| 39	44	SATHAVARA JAIMIN VIRAMBHAI	
40	45	SATHAWARA DHARMIK CHANDRAKANTBHAI	
41	46	SENAMA JAYDEEPKUMAR BHIKHABHAI	J·B·S
42	47	SENMA CHETANKUMAR JESANGBHAI S	
43	48	SENMA JAYMINKUMAR GIRISHBHAUI	
44	49	SENMA MIHIRBHAI DAHYABHAI	
45	50	SENMA VAIBHAVKUMAR JASHVANTBHAI	
46	51	SHAIKH MAHAMMADFAIZAN PARVEZBHAI	Mohammad
47	52	SIPAI ROJINABANU JABIRHUSEN	Rojina
48	53	SONI AISHWARYA VISHNUKUMAR	ABhavaya
49	54	SUMARA MOINUDIN ISMAILBHAI	
50	55	THAKOR KARANJI CHAMPUJI	KC.Thakor
51	56	THAKOR SATISHKUMAR BHAVANJI	S.B.Thakor
52	57	THAKOR TUSHALJI HARESHJI	T.H. Thakor
53	58	THAKOR VISHAL AMRATJI	
54	59	UDIT NARENDRAKUMAR CHAUDHARI	
55	60	VANKAR HARVIBEN MAHESHBHAI	Harvi
56	61	VHORA SUZAN NAZIRBHAI	
57	62	DARJI RAJ DIXITKUMAR	Raj
58	63	PATEL DHRUMIKKUMAR NITINKUMAR	
59	64	AGAJA NIKITABEN DINESHBHAI	N.D. Agaja
60	65	RAJGOR NITIBEN ASHVINKUMAR	Neoti

EVENT FEEDBACK BY STUDENTS

Feedback Form Link: https://forms.gle/KSHdMgDLPa8EmQnF9
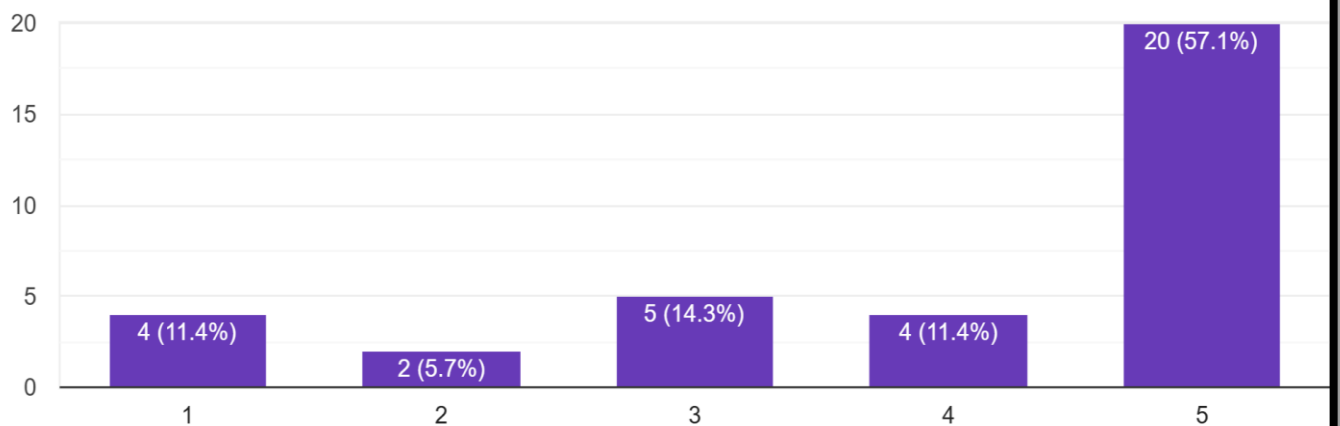
Feedback Analysis:

The Workshop content was relevant
35 responses
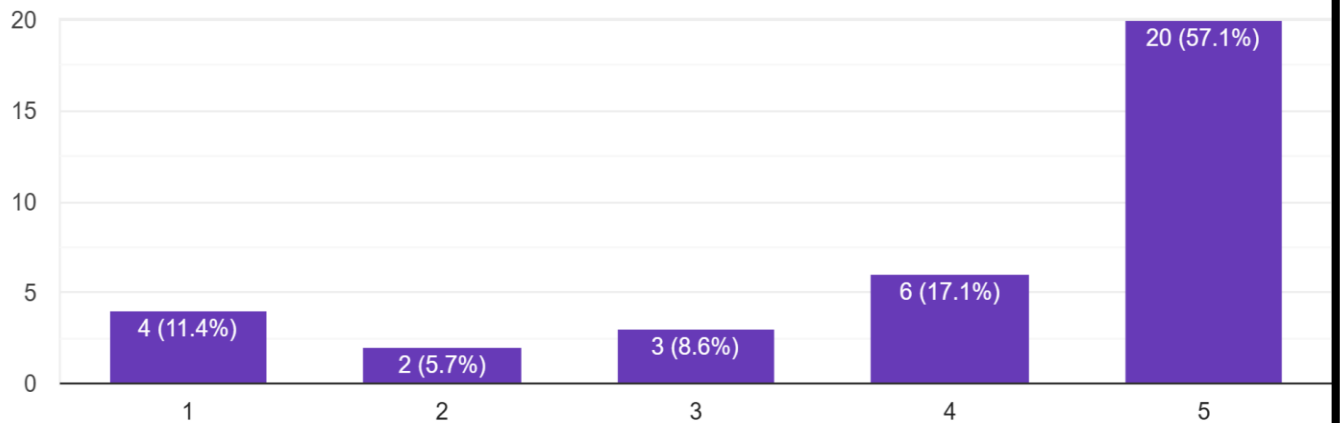
The facilitators were knowledgeable and well prepared
35 responses

Faculty of Computer Science

Department of Computer Application (MCA)
Sankalchand Patel College of Engineering | (O) (02765) 232008

SANKALCHAND PATEL
UNIVERSITY
॥ अथातो ज्ञानजिज्ञासा ॥

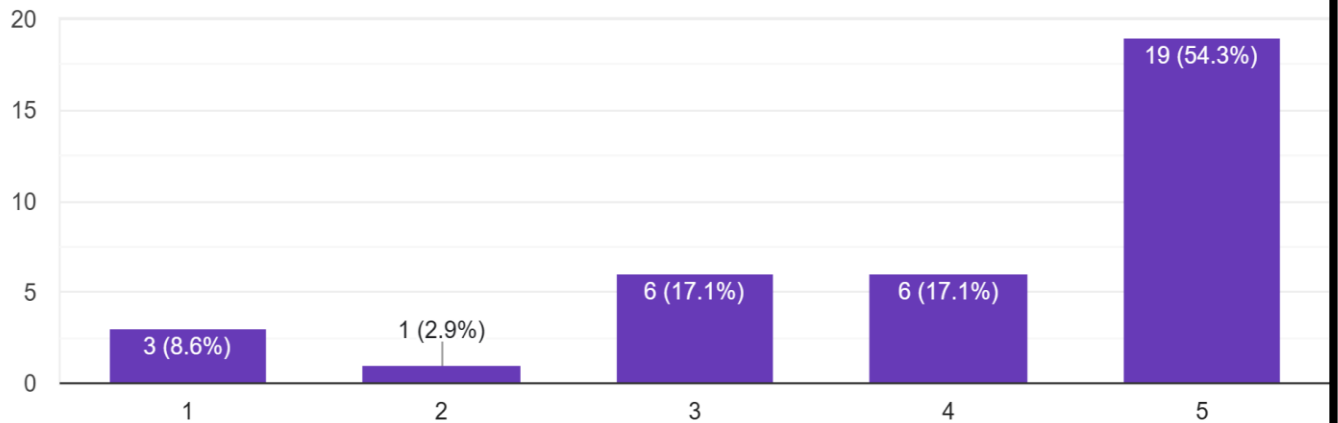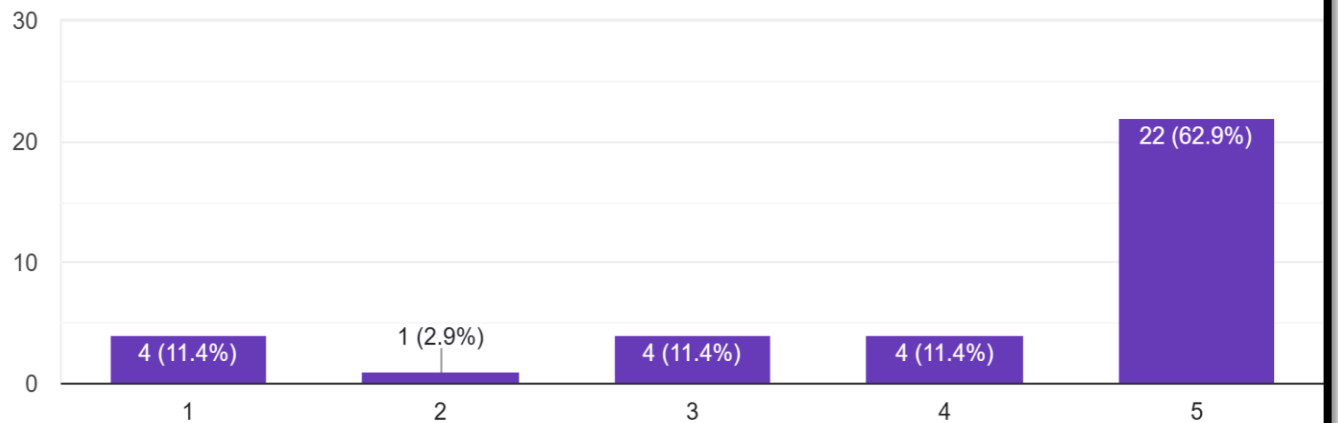### The information presented was relevant to your needs & expectation.
35 responses
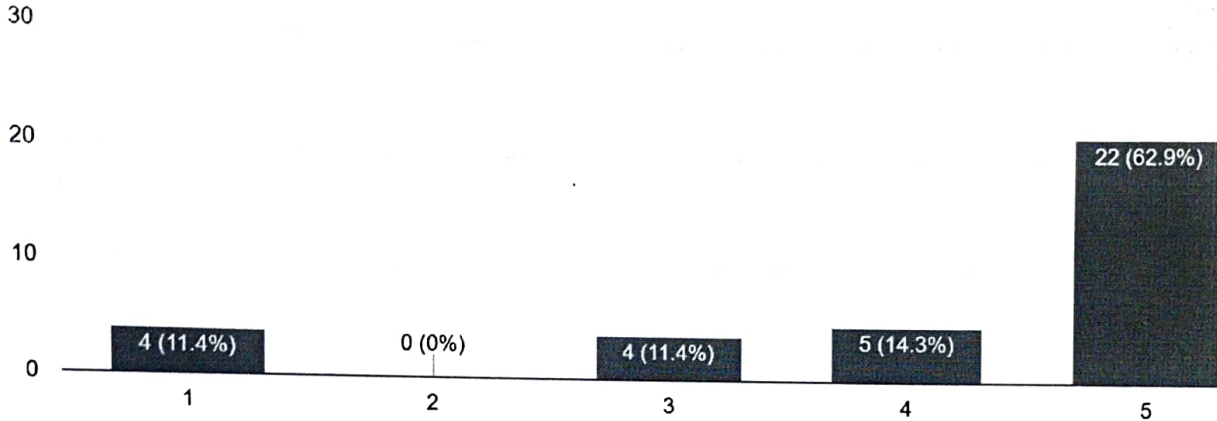

The Session was interactive.
35 responses

Overall Experience

35 responses

Dr. Idrish I. Sandhi

Head of Department (MCA)

SPCE, SPU

HOD (M.C.A./M.C.A.)
SPCE

Dr. P. J. Patel

Principal,

SPCE, SPU

Principal
Sankalchand Patel College of
Engineering, Visnagar

17-0...
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