



Gyanmanjari Institute of Technology Bhavnagar

Report Search Engine Optimization

Title of the Event: “Search Engine Optimization”

Type: Seminar

Mode: Offline

Speaker: Mr. Ravi Raval, Leeway Softech Pvt. Ltd.

Date: February 1, 2025

Time: 11:00 am to 3:00 pm

Participants: 123

Faculty Coordinator: Prof. Japan Mavani

Venue: GF – 28, Seminar Hall, GMIU Campus



About Expert

Mr. Ravi Raval is a seasoned industry professional and a key member of Leeway Softtech Pvt. Ltd., a company recognized for delivering cutting-edge software solutions and IT services. With years of experience in the software development and technology consulting domains, Mr. Raval brings deep technical expertise and practical knowledge of industry practices to the academic setting. His strong understanding of development processes, system architecture, and project execution has made him a valuable resource for aspiring IT professionals.

Throughout his career, Mr. Raval has been involved in designing scalable web and mobile applications, mentoring development teams, and implementing technology-driven business solutions for a diverse range of clients. He is well-versed in modern frameworks, programming languages, and agile methodologies that align with the current trends and needs of the tech industry. His hands-on experience and ability to simplify complex concepts make his sessions both informative and accessible to students.

As an invited expert, Mr. Ravi Raval is committed to guiding students through real-world industry expectations, sharing insights on career opportunities, and encouraging them to build strong technical foundations. His contributions during expert talks and training programs reflect his passion for mentoring the next generation of developers and preparing them for successful careers in the ever-evolving world of software and technology.

Objective of Seminar

The objective of the expert talk on Search Engine Optimization (SEO) conducted by Mr. Ravi Raval from Leeway Softtech Pvt. Ltd. was to introduce students to the fundamentals, techniques, and real-world applications of SEO in the digital marketing and web development industry. The session aimed to provide a comprehensive understanding of how SEO plays a crucial role in increasing website visibility, driving organic traffic, and improving online presence.

A key goal of the session was to help students grasp core SEO concepts such as keyword research, on-page and off-page optimization, meta tags, backlinks, and the importance of user experience and mobile responsiveness in search rankings. Mr. Raval also focused on making students aware of how search engine algorithms work and the role of content quality, analytics, and technical SEO in achieving long-term success.

Additionally, the session aimed to enhance students' career readiness by highlighting the growing demand for SEO specialists across industries and how mastering SEO can open up opportunities in digital marketing, freelancing, e-commerce, and web development. By the end of the session, students were expected to develop a strategic mindset toward online content optimization and gain the confidence to implement SEO best practices in real-world scenarios.



About Session

The expert session on Search Engine Optimization (SEO) by Mr. Ravi Raval, from Leeway Sofittech Pvt. Ltd., provided students with valuable insights into one of the most in-demand skills in today's digital landscape. Conducted as part of the expert talk series, the session focused on the importance of SEO in enhancing website visibility, increasing organic traffic, and improving overall online presence for businesses and individuals alike. Mr. Raval, with his industry experience, shared real-world strategies and use cases that helped students connect theoretical knowledge with practical applications.

The session began with a detailed explanation of how search engines work, followed by the core components of SEO—on-page optimization, off-page techniques, technical SEO, and keyword research. Mr. Raval demonstrated how search rankings are influenced by factors such as website structure, content quality, user experience, and mobile responsiveness. He also introduced tools like Google Analytics, Search Console, and popular SEO plugins, showing students how to monitor website performance and make data-driven decisions.

A highlight of the session was the interactive demonstration, where students participated in live SEO analysis and keyword planning activities. They were guided on optimizing titles, meta descriptions, and content while understanding the role of backlinks and domain authority in improving search rankings. Mr. Raval emphasized how SEO is not just a technical skill but also a strategic approach to digital visibility in today's competitive market.

The session concluded with an open Q&A, where students asked questions related to career opportunities in digital marketing, freelance SEO work, and how to integrate SEO skills into web development projects. Mr. Raval's approachable and practical delivery left students inspired to explore the field further. Overall, the session was highly engaging and informative, equipping participants with foundational knowledge and actionable skills in SEO that can benefit their academic projects, personal branding, and future career prospects.

Photographs



