



FATIMA COLLEGE

(Autonomous)

Affiliated to Madurai Kamaraj University
Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)
Mary Land, Madurai - 625018, Tamil Nadu



FATIMA COLLEGE (AUTONOMOUS), MADURAI-18

DEPARTMENT OF COMPUTER SCIENCE

Title : Scope of SEO and SEM

Date : 4/08/2021

Resource Person/s : **S.Vikram,**
Digital Marketing Technical Head, Synergy,
Madurai

No. of Participants : 99

Focus on : Skill Development, Career Development

Outcome : Understanding the web marketing, web analytics, planning strategies etc.



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Guest lecture on **“Scope of SEO and SEM”** by **S.Vikram,**
Digital Marketing Technical Head, Synergy, Madurai

DATE: 04/8/2021

TIME: 3.15 P.M - 4.15 P.M

On August 4th 2021, the final year UG and PG students of the department of computer science attended the online guest lecture on the topic “SCOPE OF SEO AND SEM” by S.Vikram, arranged by the department of computer science. The online lecture was stimulating. From this session, the students explored more about the benefits of Digital Marketing over offline marketing. They had a demo session in the digital marketing which was explained by the lecturer. The lecturer made the session more interactive with the students. Though the session was for an hour, they learnt about types of digital marketing, application of digital marketing, SEO/SEM and Social Media Marketing. The most interesting part of the session is that the students learnt to find how many users are there currently online in this world. They also learnt some new technical software in the growth of the computer world, which will be helpful in their future career. Finally, this session made them gain more details regarding the usage of digital marketing today in social media. This session was effective and endearing to the students.



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**FATIMA COLLEGE (AUTONOMOUS),
MADURAI – 18**

DEPARTMENT OF COMPUTER SCIENCE
Computer Science Association

Staff and Students of the Department of Computer
Science

Cordially invite you
for Online Guest Lecture

on

SCOPE OF SEO AND SEM

by

S. Vikram
Digital Marketing Technical Head,
Synergy, Madurai

Date : 04/08/2021

Time : 12.30 p.m. – 1.30 p.m.

Google Meet Link

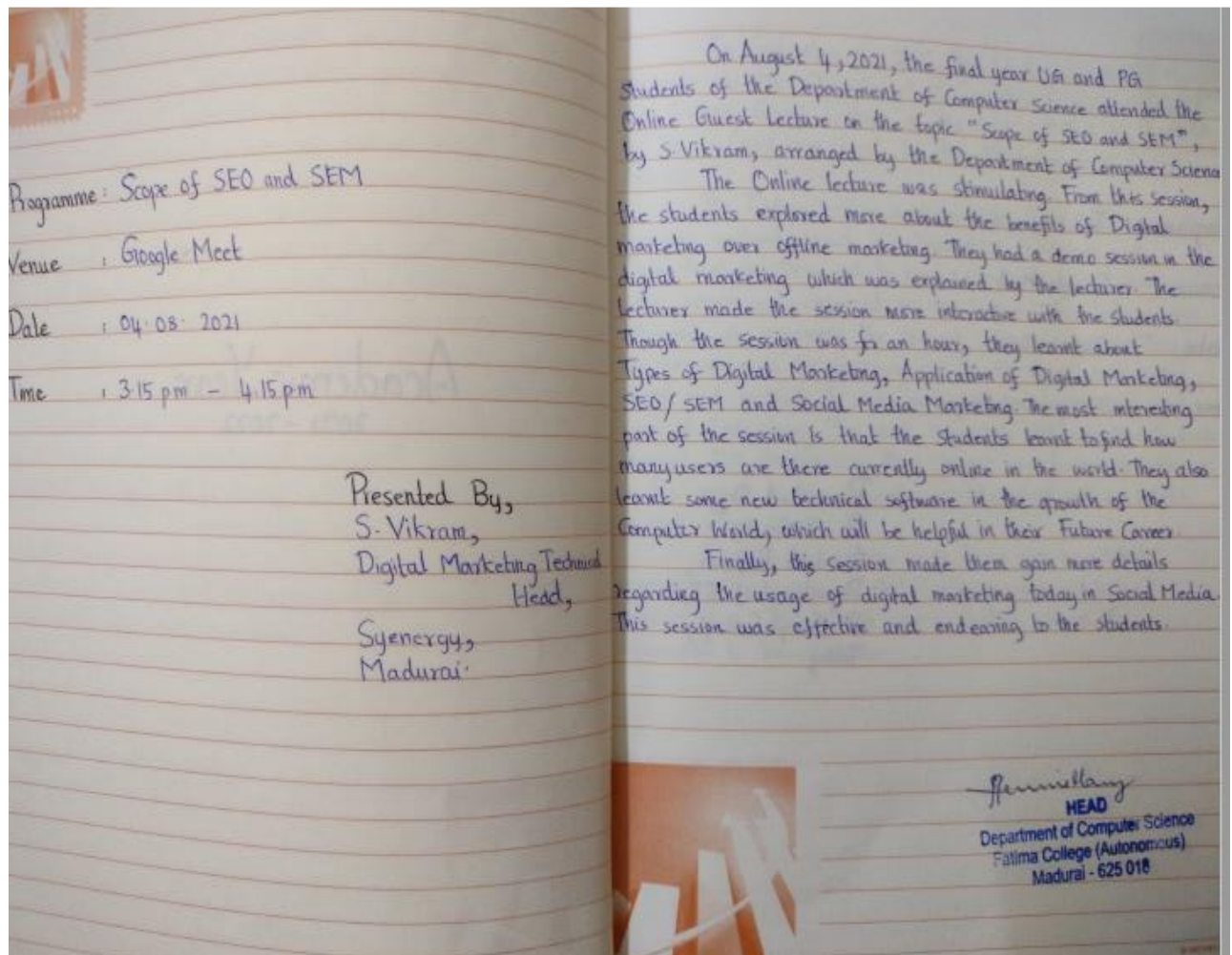
<http://meet.google.com/nns-ssjr-ghx>



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Google Meet interface showing a presentation slide titled "DIGITAL MARKETING CONSIST OF". The slide features a central hub labeled "DIGITAL MARKETING" connected to various components: SEM, APP DEVELOPMENT, WEB DESIGN, SEO, VIDEO PRODUCTION, EMAIL MARKETING, CONTENT MARKETING, SOCIAL MEDIA, and BRANDING. The Synergy School of Business Skills logo is visible in the top right corner of the slide. The meeting controls at the bottom show the time as 3:43 PM and the participant list on the right includes "You", "2019B38 SHAHIN N", and "76 others".

Guest lecture on “Scope of SEO and SEM” by S.Vikram, Digital Marketing Technical Head, Synergy, Madurai, DATE: 04/8/2021

Google Meet interface showing a presentation slide titled "Real Time Example". The slide displays two images: a newspaper clipping on the left and a photo of Elon Musk speaking at a Google event on the right. The newspaper clipping is from the Tamil Nadu edition of the 'Dinakaran' newspaper, dated August 4, 2021, with the headline "6 வயது சிறுமியின் மாத வருமானம் ரூ.21 கோடி" (6-year-old girl's monthly income is Rs. 21 crore). The photo of Elon Musk is from a Google event, with the text "THE ONLY COMPANY I AM AFRAID OF IS GOOGLE" - ELON MUSK. The meeting controls at the bottom show the time as 4:08 PM and the participant list on the right includes "You", "2020MSCB16 SUSHMITHA T", and "72 others".



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Google Meet interface showing a YouTube Ad presentation by Digital Marketer. The ad features a man speaking and a whiteboard with the text "36 HABITS MADE ME A MILLIONAIRE IN MY 30s". The Synergy School of Business Skills logo is visible in the top right corner of the presentation. The meeting controls at the bottom show the time as 3:49 PM and the meeting ID as jur-xyyv-ddd.

Guest lecture on “Scope of SEO and SEM” by S.Vikram, Digital Marketing Technical Head, Synergy, Madurai, DATE: 04/8/2021

Google Meet interface showing a presentation slide titled "what is SMIM?". The slide features a cluster of colorful social media icons (Twitter, YouTube, Pinterest, Instagram, Facebook, etc.) and the Synergy School of Business Skills logo. The meeting controls at the bottom show the time as 3:44 PM and the meeting ID as jur-xyyv-ddd.



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Title : Scope of SEO and SEM

Date : 4/08/2021

S.No.	Reg. No.	NAME
1.	2019B03	ANJELIN DEVA DHARSHINI D
2.	2019B04	AROCKIA EUGINE BAPISTA P
3.	2019B05	AROCKIYA LETICIA F
4.	2019B06	AYYAMMAL K
5.	2019B07	DEVADHARSHINI A
6.	2019B08	DHARINIKAA A
7.	2019B09	DHARSHINI K
8.	2019B10	DHARSHINI K J
9.	2019B11	DOLPHIN X
10.	2019B12	DURGA S
11.	2019B13	GAYATHRI B
12.	2019B14	INFANT ROSELINE VINISHA J
13.	2019B16	JANANI A S
14.	2019B17	JENIFER NANCY J
15.	2019B18	KAMALA VENI S
16.	2019B19	KOUSIGAVARDHINI R
17.	2019B20	KRISHNAVENI K
18.	2019B21	LATHA S
19.	2019B22	LEELAVATHI T
20.	2019B23	LOURDHU FLOMINA L



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21.	2019B24	MONIKA G
22.	2019B26	MUTHAMIL B
23.	2019B27	PANDEESWARI R
24.	2019B28	POORNA JOTHIKA R
25.	2019B29	PREETHI MR
26.	2019B31	PRIYATHARSHINI V
27.	2019B32	REXLIN FREEDA A
28.	2019B33	ROSARY NANCY J
29.	2019B34	ROSHANA BEGUM R
30.	2019B35	SAHAYA RINISHA S
31.	2019B36	SANTHIYA M
32.	2019B37	SATHIYALAKSHMI S
33.	2019B38	SHAHIN N
34.	2019B39	PVY SHREE VARSINEE
35.	2019B40	STELINSIYA A
36.	2019B42	VARSHINI M
37.	2019B43	VINISHA I
38.	2019B44	WINI FRED A P
39.	2019B46	MICKAEL MERCY L
40.	2020MSCB01	AKSHEELIA SHERIN I
41.	2020MSCB02	BACKIA ANANTHI A
42.	2020MSCB03	DURGADEVI S
43.	2020MSCB04	JANAKI P
44.	2020MSCB05	JERLINE MARIA J
45.	2020MSCB06	JESSI SHOBICA J
46.	2020MSCB07	KANIMOZHI K
47.	2020MSCB10	NAZEERA ASMAATH A
48.	2020MSCB11	REETHIKA B
49.	2020MSCB12	SHRUTHI G
50.	2020MSCB13	SWETHA M.



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51.	2020MSCB14	UMA SHALINI V N
52.	2020MSCB15	ISWARYALAKSHMI K
53.	2020MSCB16	SUSHMITHA T
54.	2021MSCB01	AARTHY C
55.	2021MSCB02	ASHWANYA T
56.	2021MSCB03	CELCIA D
57.	2021MSCB05	MAREESWARI R
58.	2021MSCB06	PRIYA DHARSHINI R
59.	2021MSCB07	RESHMA RATHASEELI A
60.	2021MSCB08	VIDHYA PRIYA K
61.	2021MSCB09	VIJAYALAKSHMI R V
62.	2021MSCB10	PRIYAM HEBICIBA D
63.	2021MSCB11	ANIS FATHIMA A
64.	2021MSCB12	KARTHIGA S
65.	2021MSCB13	ROSELIN I
66.	2021MSCB14	KAVISHREE R
67.	2021MSCB15	MAHALAKSHMI M
68.	2020B01	AARTHI M
69.	2020B02	ANGELINE D
70.	2020B03	ANITHA AMALA URPAVAM J
71.	2020B04	ANNI JUDY REMINA T
72.	2020B05	ANTO ABISHA G
73.	2020B07	BASTI MONISHA L
74.	2020B10	DHARANI M
75.	2020B11	DHARANI PRIYA S
76.	2020B12	HEPZIBA A
77.	2020B13	JANANI JOEL R
78.	2020B14	JANANI R



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79	2020B15	JESSIPRIYA A
80	2020B16	JEYA PRIYA T
81	2020B17	JEYA SHERLIN J
82	2020B18	KALEESWARI S
83	2020B19	KHUSHI CHANDA M
84	2020B20	LOGA BARANI M
85	2020B21	LYNCIA REBEK P
86	2020B22	MADHUMITHAA N
87	2020B23	MARTIN VISHALI J
88	2020B24	MILANCY J
89	2020B25	MUHSINA BARVEEN A
90	2020B26	MUTHUSNEKHA V
91	2020B27	NAFEESATHUL MISIRIYA M
92	2020B28	NAGAVATHSHAA N
93	2020B29	NAHITHA PARVEEN J
94	2020B30	NANDHINI S
95	2020B31	NARMATHA S
96	2020B32	NETHRA NANDHI N V
97	2020B33	NIVETHA A
98	2020B34	PRINCY ANTO V
99	2020B35	RISHIKA SREE R K


Signature

Head, Department of Computer Science
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