



# Indra Ganesan

**COLLEGE OF ENGINEERING**

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
NAAC Accredited, 2(F) Status Institution by UGC



## Department of Computer Science & Engineering

Academic Year 2022-2023 – Odd Semester

5.08.2022

### CIRCULAR

Department of Computer Science and Engineering in association with IQAC of IGCE are going to organize one day Research Methodology Seminar on “**Design issue in search engine optimization**” for BE-II,III,IV,M.E-I,II CSE, B.Tech AI&DS II year students on **11.08.2022**. Certificates will be issued to all participants at the end of the course.

Resource Person	<ol style="list-style-type: none"><li>1. Mr. A.R.Sooriyaoli, Managing Director, Blue Fire Xperts Infotech OPC Pvt Ltd, Trichy,</li><li>2. Mr. V.Roshan Trainer Blue Fire Xperts Infotech OPC Pvt Ltd, Trichy</li></ol>
Venue 1	SD LAB
Venue 2	NETWORK LAB

  
HOD/CSE

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

  
PRINCIPAL

Cc:

- Principal Office
- IQAC Co-Ordinator
- Class In charges - B.E-II, III & IV, B.Tech II AI&DS, M.E-I,II
- B.E-II, III & IV, B.Tech II AI&DS, M.E-I,II -Year CSE Students
- Office File
- Notice Board



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### DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Cordially Invites you for the one day

## Seminar on

### Design issue in Search Engine Optimization

**Mr.A.R.Sooriyaoli,**

Managing Director

Blue Fire Xperts Infotech OPC Pvt

and

**Mr.V.Roshan**

Trainer

Blue Fire Xperts Infotech OPC Pvt



**08.11.2022**



**10.00 A.M**



**SD Lab  
Net work Lab**

*in the esteemed presence of*

**Prof.Indra Devi**

HOD/CSE

**Dr. V.S. Thangarasu**

Principal

**Dr. G. Balakrishnan**

Director,  
Indra Ganesan Institution

**Er. G. Rajasekaran**

Secretary,  
Indra Ganesan Institution



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### Department of Computer Science & Engineering

Academic Year 2022-2023 – Odd Semester

## AGENDA

- DATE** : 11-08-2022
- TIME** : 10.00.AM
- VENUE 1** : SD LAB
- VENUE 2** : NETWORK LAB
- WELCOME ADDRESS** : MS. NANCY C IV/CSE
- INTRODUCTION OF THE** : PRO.D.INDRA DEVI ,HOD/CSE
- RESOURCE PERSON 1** : MR.A.R.SOORIYAOLI, MANAGING DIRECTOR  
BLUE FIRE XPERTS INFOTECH OPC PVT
- RESOURCE PERSON 2** : MR. V.ROSHAN  
TRAINER  
BLUE FIRE XPERTS LNFOTECH OPC PVT LTD,  
TRICHY
- SESSION 1** : CREATE PAY-PER-CLICK (PPC)  
**(FN)** CAMPAIGNS
- SESSION 1 (AN)** : DEVELOP WEB PAGES DESIGNED TO BE  
EASILY CRAWLED AND OPTIMALLY  
INDEXED BY SEARCH ENGINES
- VOTE OF THANKS** : MS.AKSHAYA T III/CSE

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal  
Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.



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## Department of Computer Science & Engineering

Academic Year 2022-2023 – Odd Semester

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012.

### STUDENTS PARTICIPATION LIST

Research Methodology Seminar on “Design issue in search engine optimization”

### STUDENTS LIST

Date:11.08.2022

S.No.	Reg.No	Student's Name	Year/ Branch
1.	811219104001	Arun R	IV/CSE
2.	811219104002	Balamanikandaprabhu B R	IV/CSE
3.	811219104003	Bharathi S	IV/CSE
4.	811219104004	Gowtham C	IV/CSE
5.	811219104005	Indhumathi S	IV/CSE
6.	811219104006	Ishwarya P	IV/CSE
7.	811219104007	Kalaiyarsan V	IV/CSE
8.	811219104008	Keerthika K	IV/CSE
9.	811219104009	Keerthika V	IV/CSE
10.	811219104010	Krishi Gowtham R	IV/CSE
11.	811219104011	Logadipa Sp	IV/CSE
12.	811219104012	Mohamed Newsath M	IV/CSE
13.	811219104013	Moorthi C	IV/CSE
14.	811219104014	Nancy C	IV/CSE
15.	811219104016	Praveen K	IV/CSE
16.	811219104017	Ranjana S	IV/CSE
17.	811219104018	Ravinya K	IV/CSE
18.	811219104020	Saranya P	IV/CSE
19.	811219104021	Suvalakshmi P	IV/CSE
20.	811219104022	Sweatha B	IV/CSE
21.	811219104023	Vigneshwaran V	IV/CSE
22.	811219104024	Vijayalakshmi B	IV/CSE
23.	811219104025	Vincy Sharmila K	IV/CSE
24.	811219104026	Yathesh M	IV/CSE
25.	811220104002	Akshaya T	III/CSE
26.	811220104004	Appas Ali D	III/CSE
27.	811220104005	Aravindh V K	III/CSE
28.	811220104007	Ayisha Siddeequa A	III/CSE
29.	811220104008	Benasir S	III/CSE
30.	811220104012	Cibina S	III/CSE



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Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

Academic Year 2022-2023 – Odd Semester

Indra Ganesan College of Engineering  
IG Valley, Madurai Main Road  
Manikandam, Trichy-620 012

S.No	Reg.No	Student's Name	Year/ Branch
31	811220104013	Devi K	III/CSE
32	811220104014	Divyadharshini A	III/CSE
33	811220104015	Divyakeerthan P	III/CSE
34	811220104016	Gayathri P	III/CSE
35	811220104017	Gnanaprakasam A	III/CSE
36	811220104018	Gowrisankar G	III/CSE
37	811220104019	Hariharan K	III/CSE
38	811220104024	Kamali A	III/CSE
39	811220104025	Kamatchi S	III/CSE
40	811220104027	Kiruthika M	III/CSE
41	811220104029	Mathavan N	III/CSE
42	811220104031	Monisha R	III/CSE
43	811220104032	Priya P	III/CSE
44	811220104033	Priyadharshini G	III/CSE
45	811220104039	Sathyapriya N	III/CSE
46	811220104041	Sivaranjani M	III/CSE
47	811220104043	Sneka R	III/CSE
48	811220104046	Sumithira R	III/CSE
49	811220104048	Swarnambigai V	III/CSE
50	811220104050	Thirumavalavan K	III/CSE
51	811220104051	Vinith Roshan A	III/CSE
52	811220104052	Yuvaraj M	III/CSE
53	811220104053	Yuva Sri S	III/CSE
54	811220104301	Santhosh Kumar S	III/CSE
55	811221104001	Akshay K	II/CSE
56	811221104002	Bharathkumar S M	II/CSE
57	811221104004	Dhinesh C	II/CSE
58	811221104005	Eyarkai Kamali R	II/CSE
59	811221104006	Gokulnath P R	II/CSE
60	811221104007	Hariharaswamy M	II/CSE
61	811221104008	Harish R	II/CSE
62	811221104009	Harrish M	II/CSE
63	811221104011	Hema T	II/CSE
64	811221104012	Jacop Antony L	II/CSE
65	811221104013	Jeevanantham S	II/CSE
66	811221104014	Kathirvel K	II/CSE
67	811221104015	Keerthana J	II/CSE



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Academic Year 2022-2023 – Odd Semester

S.No.	Reg.No	Student's Name	Year/ Branch
68.	811221104018	Manikandan N	II/CSE
69.	811221104020	Mohamed Thoufik U	II/CSE
70.	811221104023	Naveenkumar S	II/CSE
71.	811221104024	Nithya A	II/CSE
72.	811221104025	Poornima C	II/CSE
73.	811221104026	Prasanna Balaji C	II/CSE
74.	811221104028	Rajapushpam V	II/CSE
75.	811221104029	Reethika R	II/CSE
76.	811221104030	Resika A V R	II/CSE
77.	811221104031	Santhosh P	II/CSE
78.	811221104032	Saravanaperumal S	II/CSE
79.	811221104034	Selvalakshmi G	II/CSE
80.	811221104035	Sivakumar P	II/CSE
81.	811221104036	Sudhakaran V	II/CSE
82.	811221104037	Sugavaneshwaran S	II/CSE
83.	811221104038	Sumaiya Begam S	II/CSE
84.	811221104040	Suruthi Y	II/CSE
85.	811221104041	Surya D	II/CSE
86.	811221104043	Syed Anwar S	II/CSE
87.	811221104045	Vasanthavel S	II/CSE
88.	811221104046	Vengadeswari M	II/CSE
89.	811221104048	Vishwa S	II/CSE
90.	811221104049	Yogapriya N	II/CSE
91.	811222405001	Goathar Fathima S	I/ME CSE
92.	811221405001	Madhumathi K	II/ME CSE
93.	811221405002	Vinitha Devi P	II/ME CSE
94.	811221243002	Abdur Rahman J	II/ AI&DS
95.	811221243004	Arun Kumar M	II/ AI&DS
96.	811221243006	Bharath Kumar R	II/ AI&DS
97.	811221243009	Dharani R	II/ AI&DS
98.	811221243013	Javahar Nisha B	II/ AI&DS
99.	811221243025	Mohamed Fahadh A	II/ AI&DS
100.	811221243032	Rakesh S	II/ AI&DS

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

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Tiruchirappalli - 620 012.

C. Thirupathi  
RM Coordinator

P. Reddy  
HoD/CSE



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Date:11.08.2022

S.No.	Reg.No	Student's Name	Year/ Branch	Signature
1.	811219104001	Arun R	IV/CSE	Arun R
2.	811219104002	Balamanikandaprabhu B R	IV/CSE	B.R. Bal
3.	811219104003	Bharathi S	IV/CSE	Bharathi S.
4.	811219104004	Gowtham C	IV/CSE	G. Gowtham.
5.	811219104005	Indhumathi S	IV/CSE	Indhumathi S
6.	811219104006	Ishwarya P	IV/CSE	Ishwarya P
7.	811219104007	Kalaiyarasam V	IV/CSE	Kalaiyarasam V
8.	811219104008	Keerthika K	IV/CSE	Keerthika K
9.	811219104009	Keerthika V	IV/CSE	Keerthika V
10.	811219104010	Krishi Gowtham R	IV/CSE	Krishi Gowtham R
11.	811219104011	Logadipa Sp	IV/CSE	Logadipa Sp
12.	811219104012	Mohamed Newsath M	IV/CSE	M. Mohamed Newsath
13.	811219104013	Moorthi C	IV/CSE	Moorthi C
14.	811219104014	Nancy C	IV/CSE	Nancy C
15.	811219104016	Praveen K	IV/CSE	Praveen K
16.	811219104017	Ranjana S	IV/CSE	Ranjana S
17.	811219104018	Ravinya K	IV/CSE	Ravinya K



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Academic Year 2022-2023 – Odd Semester

18.	811219104020	Saranya P	IV/CSE	P. Saranya
19.	811219104021	Suvalakshmi P	IV/CSE	P. Suvalakshmi
20.	811219104022	Sweatha B	IV/CSE	Sweatha
21.	811219104023	Vigneshwaran V	IV/CSE	Vignesh V
22.	811219104024	Vijayalakshmi B	IV/CSE	Vijay B
23.	811219104025	Vincy Sharmila K	IV/CSE	Vincy K
24.	811219104026	Yathesh M	IV/CSE	M. Yathesh
25.	811220104002	Akshaya T	III/CSE	Akshaya
26.	811220104004	Appas Ali D	III/CSE	D. Appas
27.	811220104005	Aravindh V K	III/CSE	V. Aravindh
28.	811220104007	Ayisha Siddeeqa A	III/CSE	Ayisha Siddeeqa
29.	811220104008	Benasir S	III/CSE	S. Benasir
30.	811220104012	Cibina S	III/CSE	S. Cibina
31.	811220104013	Devi K	III/CSE	K. Devi
32.	811220104014	Divyadharshini A	III/CSE	A. Divyadharshini
33.	811220104015	Divyakeerthan P	III/CSE	P. Divyakeerthan
34.	811220104016	Gayathri P	III/CSE	P. Gayathri
35.	811220104017	Gnanaprakasam A	III/CSE	A. Gnanaprakasam
36.	811220104018	Gowrisankar G	III/CSE	G. Gowrisankar
37.	811220104019	Hariharan K	III/CSE	K. Hariharan
38.	811220104024	Kamali A	III/CSE	A. Kamali
39.	811220104025	Kamatchi S	III/CSE	S. Kamatchi
40.	811220104027	Kiruthika M	III/CSE	M. Kiruthika

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41.	811220104029	Mathavan N	III/CSE	N. Mathavan
42.	811220104031	Monisha R	III/CSE	R. Monisha
43.	811220104032	Priya P	III/CSE	P. Priya
44.	811220104033	Priyadarshini G	III/CSE	Pr. Priya
45.	811220104039	Sathyapriya N	III/CSE	N. Sathyapriya
46.	811220104041	Sivaranjani M	III/CSE	Sivaranjani M
47.	811220104043	Sneka R	III/CSE	Sneka R
48.	811220104046	Sumithira R	III/CSE	Sumithira R
49.	811220104048	Swarnambigai V	III/CSE	Swarnambigai V
50.	811220104050	Thirumavalavan K	III/CSE	Thirumavalavan K
51.	811220104051	Vinith Roshan A	III/CSE	Vinith Roshan A
52.	811220104052	Yuvaraj M	III/CSE	Yuvaraj M
53.	811220104053	Yuva Sri S	III/CSE	Yuva Sri S
54.	811220104301	Santhosh Kumar S	III/CSE	Santhosh Kumar S
55.	811221104001	Akshay K	II/CSE	Akshay K
56.	811221104002	Bharathkumar S M	II/CSE	Bharathkumar S M
57.	811221104004	Dhinesh C	II/CSE	C. Dhinesh
58.	811221104005	Eyarkai Kamali R	II/CSE	Kamali R
59.	811221104006	Gokulnath P R	II/CSE	R. Gokulnath
60.	811221104007	Hariharaswamy M	II/CSE	Hariharaswamy M
61.	811221104008	Harish R	II/CSE	R. Harish
62.	811221104009	Harrish M	II/CSE	Harrish M
63.	811221104011	Hema T	II/CSE	Hema T

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#### Academic Year 2022-2023 – Odd Semester

64.	811221104012	Jacop Antony L	II/CSE	Jacop.L
65.	811221104013	Jeevanantham S	II/CSE	Jeeva.S
66.	811221104014	Kathirvel K	II/CSE	Kathirvel.
67.	811221104015	Keerthana J	II/CSE	Keerthana.J
68.	811221104018	Manikandan N	II/CSE	Manikandan.N
69.	811221104020	Mohamed Thoufik U	II/CSE	Mohamed Thoufik U
70.	811221104023	Naveenkumar S	II/CSE	Naveenkumar.S
71.	811221104024	Nithya A	II/CSE	Nithya.A
72.	811221104025	Poornima C	II/CSE	Poornima.C
73.	811221104026	Prasanna Balaji C	II/CSE	Prasanna Balaji C
74.	811221104028	Rajapushpam V	II/CSE	Rajapushpam V
75.	811221104029	Reethika R	II/CSE	Reethika R
76.	811221104030	Resika A V R	II/CSE	Resika A V R
77.	811221104031	Santhosh P	II/CSE	Santhosh P
78.	811221104032	Saravanaperumal S	II/CSE	Saravanaperumal S
79.	811221104034	Selvalakshmi G	II/CSE	Selvalakshmi G
80.	811221104035	Sivakumar P	II/CSE	Sivakumar P
81.	811221104036	Sudhakaran V	II/CSE	Sudhakaran V
82.	811221104037	Sugavaneshwaran S	II/CSE	Sugavaneshwaran S
83.	811221104038	Sumaiya Begam S	II/CSE	Sumaiya Begam S
84.	811221104040	Suruthi Y	II/CSE	Suruthi Y
85.	811221104041	Surya D	II/CSE	Surya D
86.	811221104043	Syed Anwar S	II/CSE	Syed Anwar S

**Dr. G. Balakrishnan, M.E., Ph.D.**  
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87.	811221104045	Vasanthavel S	II/CSE	Vasanthavel S
88.	811221104046	Vengadeswari M	II/CSE	M. Vengadeswari
89.	811221104048	Vishwa S	II/CSE	S. Vishwas
90.	811221104049	Yogapriya N	II/CSE	N. Yogapriya
91.	811222405001	Goathar Fathima S	I/ME CSE	S. Goathar
92.	811221405001	Madhumathi K	II/ME CSE	K. Madhumathi
93.	811221405002	Vinitha Devi P	II/ME CSE	P. Vinitha
94.	811221243002	Abdur Rahman J	II/ AI&DS	J. Abdur Rahman
95.	811221243004	Arun Kumar M	II/ AI&DS	M. Arun Kumar
96.	811221243006	Bharath Kumar R	II/ AI&DS	R. Bharath Kumar
97.	811221243009	Dharani R	II/ AI&DS	R. Dharani
98.	811221243013	Javahar Nisha B	II/ AI&DS	B. Javahar Nisha
99.	811221243025	Mohamed Fahadh A	II/ AI&DS	A. Mohamed Fahadh
100.	811221243032	Rakesh S	II/ AI&DS	S. Rakesh

C. T. S. S.  
RM Coordinator

Dr. G. Balakrishnan, M.E., Ph.D.,  
Principal

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Manikandam, Trichy-620 012.

D. Reddy  
HoD/CSE



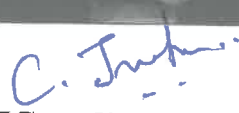


**Department of Computer Science & Engineering**

**Academic Year 2022-2023 – Odd Semester**

**REPORT OF THE PROGRAM**

**Research Methodology Seminar On**

**Report on One day Research Methodology Seminar**

<b>Title:</b> "Design issue in search engine optimization"						
<b>Resource Person:</b>		Mr. A.R.Sooriyaoli, Managing Director, Blue Fire Xperts Infotech OPC Pvt Ltd, Trichy		Mr. V.Roshan Trainer Blue Fire Xperts Infotech OPC Pvt Ltd, Trichy		
<b>Date of conduct from:</b>		11.08.2022	<b>To:</b>	-	<b>Duration:</b> 1 Day	
<b>Organized Department:</b>		Computer Science and Engineering				
<b>Participant Year:</b>		B.E-II, III & IV, B.Tech AI&DS, II M.E-I, II		<b>No. of Students Registered:</b> 100		
<b>Venue:</b>		SD LAB.NETWORK LAB				
<b>Outcome of the RM :At the end of the Course, Students can able to</b>						
<ul style="list-style-type: none"><li>• Know search engine marketing.</li><li>• Identify elements of search engine marketing plan</li><li>• Develop Web pages designed to be easily crawled and optimally indexed by search engines.</li><li>• Construct search engine-friendly Web sites</li><li>• Create Pay-Per-Click (PPC) Campaigns</li></ul>						
<b>Glimpse from the event</b>						
 <b>RM Coordinator</b>		 <b>HoD/CSE</b>		 <b>Principal</b>		
<b>Indra Ganesan College of Engineering</b> IG Valley, Madurai Main Road Manikandam, Trichy-620 012.						



# Indra Ganesan

## COLLEGE OF ENGINEERING

Madurai Main Road (NH-45B), Manikandam, Tiruchirappalli - 620 012  
Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
NAAC Accredited, 2(F) Status Institution by UGC



# CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Ms. **Logadipa Sp**

of .....**FINAL YEAR CSE**..... has participated in the One day Research Methodology Seminar on Design issue in search engine optimization organized by Department of Computer Science and Engineering in association with IQAC, IGCE on 11<sup>th</sup> AUG 2022 during the Academic year 2022-2023

  
Hod/CSE

  
Dr. G. Balakrishnan, M.E., Ph.D.,  
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Principal



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# CERTIFICATE OF PARTICIPATION

This is to certify that Mr/Ms. **Aravindh V K**

..... of  
..... **III YEAR CSE** .....

has participated in the One day Research Methodology Seminar on Design issue in search engine optimization organized by Department of Computer Science and Engineering in association with IQAC, IGCE on 11<sup>th</sup> AUG 2022 during the Academic year 2022-2023

  
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