CERTIFICATE

Ganpat University
॥ विद्यया समाजोत्कर्षः ॥
U.V. Patel College of Engineering
25 YEARS OF EXCELLENCE 1997 - 2022
25 Years excellence in innovative technical education in shaping engineers

This is to certify that Mr. Kushal Ravindrakumar Gupta Enrolment No. 21012021034 of B.Tech Semester VII Information Technology branch has satisfactorily completed the term work in Search Engine Optimization (2CEIT78PE5) withinfour walls of Ganpat University – U. V. Patel College of Engineering, Ganpat Vidyanagar, Kherva for the academic year July-Dec 2024 as prescribed in thecurriculum.

Date of Submission: / /2024

Head of the Department

Subject Faculty

Sr. No.	Name of Practical	Date	Page No.	Signature
1	Introduction of SEO and google search algorithms		1	
2	Blog creation and content writing, posting and google analytics.		5	
3	To experiment and learn google trends - keyword search analysis		15	
4	Write a robots.txt file for your blog.		26	
5	Creation and submission of sitemap for your blog.		32	
6	Analysing website performance and performing on-page optimization techniques.		37	
7	To perform the Keyword research and analysis for your blog or website.		49	
8	To study and practice off-page optimization techniques.		54	