



SINDHU EDUCATION SOCIETY'S
(S.E.S) SWAMI HANSMUNI MAHARAJ DEGREE
COLLEGE OF COMMERCE

Netaji Chowk, Opp. Dena Bank, Ulhasnagar-421 004, Dist. Thane (Maharashtra), Ph-0251-2527973

E-mail: shmdegrecollege@gmail.com

Website: www.shmdegrecollege.in

1.2.1 ADD ON COURSES (2020-2021)

Name of Add on /Certificate /Value added programs offered and online MOOC programs like SWAYAM, NPTEL etc. programs offered	Duration of course	Number of students enrolled in the year	Number of Students completing the course in the year
Search Engine Optimization	30 Hours	100	90



Dr. Kiran Chimnani

I/C Principal
Principal

(SES) Swami Hansmuni Maharaj
Degree College of Commerce
Ulhasnagar-421 004



COURSE NAME:-SEARCH ENGINE OPTIMZATION

DURATION:- 7 DAYS

LIST OF ENROLLMENT STUDENTS

SR. NO.	Name of the students	Class
1	AHIRE ROSHANI ARUN	TYBBI
2	AWLA PRATIBHA VINOD	TYBBI
3	BALSANE NEHA DINKAR	TYBBI
4	BARAD VINAYAK DATTA	TYBBI
5	BHARTI SHIVAM KUMAR RAMVADAN	TYBBI
6	BHIMTE RUPALI MAROTI	TYBBI
7	BHUJBAL MANJIRI NARENDRA	TYBBI
8	CHHABRIYA PANKAJ MAHESHLAL	TYBBI
9	CHOURASIYA NANDINI RAMJEET	TYBBI
10	GAWALI SULEKHA RAJENDRA	TYBBI
11	SAPKALE VANSHIKA MAHENDRA SANGITA	TYBBI
12	SHAHADADPURI JAYESH DEEPAK HEENA	SYBAF
13	SHAIKH MANSURI MOHMAD VAISH ATIK AHMAD SHABNAM	SYBAF
14	SHAIKH TANVEER FATIMA MANJOR SAFIYA	SYBAF
15	SALOKI DAKSHA RAJESH MEENA	SYBAF
16	SOLANKI MAPHI KUMARI LUMBARAM	SYBAF
17	SOR HEMA SOMNATH SULOCHANA	SYBAF
18	UBALE YUKTA SANDIP REKHA	SYBAF
19	WADWA KARAN MAHESH	SYBAF
20	WARINGE PRATIKSHA MADHUKAR	SYBAF
21	ZHA DEVANSH MANOJ ANUPAMA	SYBAF
22	PANCHGAM HARSHITA BHAGWANDAS	MCOM-II
23	PANIKAR ASHNA KUMAR	MCOM-II
24	PATIL PRADEEP IRBHAN	MCOM-II
25	PATIL SIDDHANT ATUL	MCOM-II
26	PHULWANI RASHMI HASSANAND	MCOM-II
27	SANDULE JAYESH DILEEP	MCOM-II
28	SAWDANOR SHWETA LAXMAN	MCOM-II
29	SHARMA NITESH VINOD	MCOM-II
30	SHINGARE VAISHALI VASANT	MCOM-II
31	SHIRISKAR ROHAN DEVANAND	MCOM-II
32	SHIURKAR SHRUTU DURGADAS	MCOM-II
33	KAHAR KANCHAN RAJKUMAR	SYBMS
34	KAKFALE SOUMESH DEEPAK	SYBMS
35	KAMBLE AKANKSHA SHANKAR REKHA	SYBMS
36	KANADE SALONI SUNIL SAMITA	SYBMS
37	KANADLGAONKAR SUYASH SUJIT SHREEKALA	SYBMS
38	KANOJIA KARAN DEEPAK	SYBMS
39	KAPADIA DEVISHRI SACHIN	SYBMS
40	KENE NEHA LAXMAN SINDHU	SYBMS
41	KHARAT HARESH BHARAT	SYBMS
42	KHATOON ANISHA ASGARALI NAJMABIBI	SYBMS
43	KSHIRSAGAR ISHA VASUDEV JYOTI	SYBMS
44	KUSHVAH PRITI PANCHAMLAL BHANMATI	SYBMS
45	WAGHIRI ASHOK NANU	SYBCOM
46	WAKALE AACHAL GAJANAN SAVITA	SYBCOM



SR. NO.	Name of the students	Class
47	WANKHADE PRATIK SURESH	SYBCOM
48	WANKHEDE VIDY VAMAN URMILA	SYBCOM
49	YADAV ANITA CHANDRAMA	SYBCOM
50	YADAV MANISHA RAMSEVAK SEEMA	SYBCOM
51	NEELAM SUBECHAND YADAV	SYBCOM
52	YADAV NISHA RAMAVTAR MADHURI	SYBCOM
53	YADAV PINKEY HARINATH	SYBCOM
54	YADAV POONAM RANJEET	SYBCOM
55	YADAV PRIYANKA MANOJ MADHUDEVI	SYBCOM
56	YADAV RISHU SHRIBHAN RUDHADEVI	SYBCOM
57	MUJJAMIL RAUNAKALI SHAKH	FYBAF
58	SHARMA AMITKUMAR AJITKUMAR	FYBAF
59	SHIL NIKITA RAJU	FYBAF
60	SUMAI SAKSHI GIRISHLAL	FYBAF
61	TEJWANI KAREENA SUNIL	FYBAF
62	VALMIKI LALITA MAREPPA	FYBAF
63	VALMIKI RAVI MAREPPA	FYBAF
64	WAGHMODE ANKITA ANKUSH	FYBAF
65	KUSHWAH NISHA	FYBAF
66	LAKHWANI ISHIKA	FYBAF
67	LULLA NITIN	FYBAF
68	LUND MANISH	FYBAF
69	MALI BHAGYASHREE	FYBAF
70	MANGWANI KARAN	FYBAF
71	MHASKAR SONAM	FYBAF
72	MISHRA EKTA	FYBAF
73	MOHINANI TUSHAR	FYBAF
74	MOTWANI SAGAR	FYBAF
75	MULYE RIDDHI	FYBAF
76	MUNGAI SHUBHANGI	FYBAF
77	NANEKAR SHUBHAM	FYBAF
78	NARESH SAHIL	FYBAF
79	NIKAM VIJAY	FYBAF
80	PAL SAYANTIKA	FYBAF
81	PALVE OMKAR	FYBAF
82	PAMNANI KUMAR	FYBAF
83	PANIGRAHI AARTI	FYBAF
84	PATHAK POOJA	FYBAF
85	PINGALE VRUSHALI	FYBAF
86	KHAPRE SANJEEVANI	FYBAF
87	KHATRI MUSKAAN	TybaF
88	KHEMANI KUNAL	TybaF
89	KOLEKAR KAJAL	TybaF
90	KUKREJA SIMRAN	TybaF
91	Kodanganti Aarti	TybaF
92	Jadhav Sunny	SYBMS
93	Ramrakhyani Kajal	SYBMS
94	Donde Prasad	SYBMS
95	Deshpande Roshni	SYBMS
96	Sonule Renu	SYBMS
97	Sharma Jignesh	MCOM-I
98	Gavandalkar Stuti	MCOM-I
99	Suryawanshi Rupal	MCOM-I
100	Purohit Varsha	MCOM-I

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COMPUTER EDUCATION

Certificate of completion

This Certificate Proudly Presented To

Balsane Neha Dinkar

For successful Completion of **Diploma in Search Engine Optimization**

Morise N. Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal





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Barad Vinayak Datta

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Monish Motiramani

R-Advantec

Kiran

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Bharti Shivam Kumar Ramuadan

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Mohise Motiramani

R-Advantec

Kiran

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Bhimte Rupali Maroti

For successful Completion of **Diploma in Search Engine Optimization**

Monica Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal





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This Certificate Proudly Presented To

Chhabriya Pankaj Maheshlal

For successful Completion of **Diploma in Search Engine Optimization**

Mohit Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
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Chourasiya Nandini Ramjeet

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Morise N. Chimnani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal





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This Certificate Proudly Presented To

Gawali Sulekha Rajendra

For successful Completion of **Diploma in Search Engine Optimization**

Morisen / Gawali Sulekha Rajendra

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Kiran

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I/C Principal





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This Certificate Proudly Presented To

Sapkale Vanshika Mahendra Sangita

For successful Completion of **Diploma in Search Engine Optimization**

Manish Motiramani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal





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This Certificate Proudly Presented To

Ahire Roshani Arun

For successful Completion of **Diploma in Search Engine Optimization**

Morisen Motiramani
R-Advantec

Kiran
Dr Kiran Chimnani
I/C Principal





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This Certificate Proudly Presented To

Awala Pratibha Vinod

For successful Completion of **Diploma in Search Engine Optimization**

M. Kiran / Chimnani

R-Advantec

Kiran

Dr Kiran Chimnani
I/C Principal



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COURSE NAME:-SEARCH ENGINE OPTIMIZATION
DURATION:- 7 DAYS
COURSE SYLLABUS

Day	COURSE SYLLABUS	TIMINGS
1	MODULE 1: BASICS DIGITAL MARKETING <ul style="list-style-type: none"> • Introduction To Online Digital Marketing • Importance Of Digital Marketing • How Internet Marketing Works? • Traditional Vs. Digital Marketing • Significance Of Online Marketing In Real World • Increasing Visibility • Visitors' Engagement • Bringing Targeted Traffic 	4HRS
2	MODULE 2: ANALYSIS AND KEYWORD RESEARCH <ul style="list-style-type: none"> • Market Research • Keyword Research And Analysis • Types Of Keywords • Tools Used For Keyword Research • Localized Keyword Research • Competitor Website Analysis • Choosing Right Keywords To The Project 	4HRS
3	MODULE 3: SEARCH ENGINE OPTIMIZATION (SEO) <ul style="list-style-type: none"> • Introduction To Search Engine Optimization • How Search Engine Works? • SEO Fundamentals & Concepts • Understanding The SERP • Google Processing 	4HRS
4	MODULE 4: ON PAGE OPTIMIZATION <ul style="list-style-type: none"> • Domain Selection • Hosting Selection • Meta Data Optimization • URL Optimization • Internal Linking • 301 Redirection • 404 Error Pages 	4HRS



	<ul style="list-style-type: none"> • Canonical Implementation • H1, H2, H3 Tags Optimization • Image Optimization • Optimize SEO Content • Check For Copy scape Content • Landing Page Optimization • No-Follow And Do-Follow • Indexing And Caching • Creating Xml Sitemap • Creating Robot.Txt • SEO Tools And Online Software 	
5	<p>MODULE 5: OFF PAGE OPTIMIZATION</p> <ul style="list-style-type: none"> • Link Building Tips & Techniques • Difference Between White Hat And Black Hat SEO • Alexa Rank, Domain • Authority, Backlinks • Do's & Don'ts In Link Building • Link Acquisition Techniques • Directory Submission • Social Bookmarking Submission • Search Engine Submission • Web 2.0 Submission • Article Submission • Press Release Submission • Forum Submission • PPT Submission • PDF Submission • Classified Submission • Business Listing • Blog Commenting 	<p>3HRS</p> <p>3HRS</p>
6	<p>MODULE 6 : SEO UPDATES AND ANALYSIS</p> <ul style="list-style-type: none"> • Google Panda, Penguin, Humming Bird Algorithm • How To Recover Your Website From Google Penalties • Webmaster And Analytics Tools • Competitor Website Analysis And Backlinks Building • SEO Tools For Website Analysis And Optimization • Backlinks Tracking, Monitoring And Reporting 	4HRS
7	<p>MODULE 7: LOCAL BUSINESS & LISTING</p> <ul style="list-style-type: none"> • Local Business Listing – Optimizing Your Local Search Listings To Bring New Customers 	4HRS



	<p style="text-align: center;">Right To Your Business</p> <ul style="list-style-type: none"> • Creating Local Listing In Search Engine • Google Places Setup (Including Images, Videos, Map Etc) • Placing Web Site On First Page Of Google Search • Learn To Make Free Online Business Profile Page • How To Make Monthly Basis Search Engine Visibility Reports • Verification On Listing , Google Reviews <p style="text-align: center;">TOTAL</p>	30HRS
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Add-on Courses Assessment Procedure

1. Students who have secured 40% score in assessment are awarded with successful completion Certificates.
2. Add-on courses students are required to complete 30 hours of training.
3. 75% Attendance is mandatory for all the students.
4. Assessment is carried during the class practical assignments.
5. Certificates awarded are in association of the respective training Institutes.

Dr. Kiran Chimnani

Principal

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