

**REPORT OF**  
**SHORT TERM TRAINING COURSE**  
**ON**  
**DIGITAL MARKETING AND SEARCH ENGINE OPTIMIZATION**  
**UNDER**  
**RUSA COMPONENT 12: VOCATIONALIZATION OF HIGHER**  
**EDUCATION**

**08<sup>th</sup> – 25<sup>nd</sup> December, 2023**

**Jointly organized by**



**Government Science College, Vankal**

**Ta: Mangrol, Dist: Surat**

**and**

**Knowledge Consortium of Gujarat, Ahmedabad**

**Department of Science & Technology, Government of Gujarat**

## **ABOUT COLLEGE**

Located in the tribal region of South Gujarat, Government Science College Vankal is one of the premier public funded colleges in the state of Gujarat. The College was established by the Department of Education, Government of Gujarat in the year 2012 to provide and promote quality education to the youth coming from underprivileged tribal communities.

The college is affiliated to Veer Narmad South Gujarat University, Surat. Since its inception, the college has been playing a pivotal role in bringing about a marked change in the erstwhile underdeveloped tribal region by enrolling around a 1000 students every academic year. Besides regular



academics a number of training and skill development programs are regularly organized to enhance the competency of students.

The college has state of the art infrastructure and basic research facilities to promote all-round development of students. At present, the college boasts of its academic excellence with highly capable and dedicated faculties well versed and established in their respective disciplines and selected through GPSC.

## **ABOUT RUSA**

Rashtriya Uchchatar Shiksha Abhiyan (RUSA) is a centrally sponsored flagship scheme launched by the Government of India in 2013 to provide strategic funding to eligible state higher educational institutions. The primary objective of RUSA is to improve the overall quality of higher education in India through various measures aimed at enhancing access, equity, and excellence in the sector. RUSA primarily targets state universities and colleges, aiming to strengthen and upgrade their infrastructure, faculty, and academic programs. RUSA consists of various components and sub-schemes aimed at addressing different aspects of higher education. These may include infrastructure grants, faculty development programs, quality improvement initiatives, research and innovation grants, equity initiatives, and governance reforms.

The main objective of the Component 12 of RUSA scheme is to improve quality of higher education and increase the employability of students by providing vocational courses. Under this scheme institute has to select a vocation training course and a NSDC approved training partner to offer courses to the students.

To implement the component 12 of the RUSA scheme Government Science College (GSC) Vankal collaborate with National Small Industries Corporation (NSIC), Rajkot and arranged to organize two vocational courses one on Entrepreneurship Development Program (EDP) and the other on Digital Marketing and Search Engine Optimization (DM and SCO). DM course was of 50 hours and DM and SCO course was of 60 hours.

## **BACKGROUND OF THE DIGITAL MARKETING (DM) AND SEARCH ENGINE OPTIMIZATION (SCO) COURSE**

In today's fast paced, technology driven world, the market has also become digital. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. Thus to remain competitive and relevant in today's market one has to have the knowledge of digital marketing and search engine optimization.

DM an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.

Search Engine Optimization (SEO) is the practice of optimizing websites to make them rank higher in search engine results pages (SERPs). It involves a combination of technical and creative strategies aimed at improving visibility, driving traffic, and increasing the overall effectiveness of a website. SEO has several advantages. It increases the visibility of your product or business, is cost effective, helps in brand awareness and gives you a competitive edge in the digital era.

Realizing the importance of digital marketing and knowledge of search engine optimization for students, who may become the entrepreneurs of the future, Government Science College (GSC), Vankal in association with National Small Industries Corporation (NSIC), Rajkot organized a 60 hours course on Digital Marketing and Search Engine Optimization. This short term course was organized under the aegis of RUSA Component 12: Vocationalization of Higher Education. This short-term course on DM and SEO aimed to provide participants with a comprehensive understanding of digital

marketing and search engine optimization which will equip participants with the skills and knowledge needed to plan, execute, and optimize digital marketing campaigns effectively.

## OBJECTIVE OF THE COURSE

1. Understand the basics of digital marketing and search engine optimization
2. Explore major digital marketing channels eg. SEO
3. Diagnose SEO of company
4. Keyword detail and research
5. Understand E mail marketing
5. Explore analytics and reporting
6. Learn about Pay Per Click (PPC) advertising
7. Understand online PR and Influencer marketing

## COURSE STRUCTURE AND SCHEDULE



**RASHTRIYA UCHCHATAR SHIKSHA  
ABHIYAN (RUSA)**

Component 12 Vocationalization of Higher Education  
**RUSA 1.0**



Name of Course: Digital marketing And SEO

**Time-Table**

Date	Time		Topic Name	NSIC Trainer's Name
	From	To		
08/12/2023	2:00 P.M	6:00 P.M	Introduction about search engine	NEEL JOSHI Mo: 9265936083
09/12/2023	2:00 P.M	6:00 P.M	Diagnosis of SEO Of company	
11/12/2023	2:00 P.M	6:00 P.M	SEO	
12/12/2023	2:00 P.M	6:00 P.M	Keyword Detail and Research	
13/12/2023	2:00 P.M	6:00 P.M	List of keyword for Bidding	
14/12/2023	2:00 P.M	6:00 P.M	Use of keyword search tools	
15/12/2023	2:00 P.M	6:00 P.M	Search volume, bid amount and competition	
16/12/2023	2:00 P.M	6:00 P.M	Compile traffic analysis report	
18/12/2023	2:00 P.M	6:00 P.M	Research and identify right keyword	
19/12/2023	2:00 P.M	6:00 P.M	Search engine marketing	
20/12/2023	2:00 P.M	6:00 P.M	Decision Making	
21/12/2023	2:00 P.M	6:00 P.M	Discuss on marketing reports	
22/12/2023	2:00 P.M	6:00 P.M	Analytical Thinking	
23/12/2023	2:00 P.M	6:00 P.M	PPC Campaign research and setup	
25/12/2023	2:00 P.M	6:00 P.M	Paid campaign feature/ Exam	



**P.R.CHAGANTI**  
CHIEF MANAGER (TRAINING)  
NSIC-TSC, RAJKOT

**P.R.CHAGANTI**  
CHIEF MANAGER (TRAINING)  
NSIC-TSC, RAJKOT

### **ORGANIZING MEMBERS OF THE COURSE:**

Listed people played key role in organization and conduction of the short term course on Entrepreneurship Development Program.

#### **Organizing Committee member:**

<b>Patron</b>	<b>Dr. Parthiv K. Chaudhari</b> Principal, Government Science College, Vankal
<b>Patron</b>	<b>Mr. P.R. Changanti,</b> Chief Manger (Training), NSIC-TSC, Rajkot
<b>Resource Person</b>	<b>Mr. Neel Joshi,</b> Trainer, NSIC, Rajkot
<b>Coordinator</b>	<b>Dr. Anil Kumar Singh</b> Assistant Professor (Microbiology), Government Science College, Vankal

### **QUANTITATIVE DETAILS OF THE COURSE ON DM AND SEO:**

- **Total number of registered participants: 50**
- **Gender wise distribution of participants:**  
Male participants: 23 ; Female participants: 27
- **Total duration of the lectures during the course: 60hrs**



# Photographic glimpses of the short term course on Digital Marketing and SEO

## Inaugural Session



## Technical Sessions



## Digital Marketing and SEO

### Outcome of the short term course on DM and SEO:

Student participants greatly benefited from the short term course of DM and SEO. Participants gained a clear understanding of what digital marketing is, its significance, and how it is proving it to be the game changer in digital business era. They grasped the basics of digital marketing and search engine optimization. They got familiarized with the various digital marketing channels and understood their roles in an overall strategy.

Participants were able to implement effective SEO strategies like: (1) conducting thorough keyword research and integrate keywords effectively. (2) Apply on-page and off-page SEO techniques to improve search engine rankings. (3) Address technical SEO issues to enhance website performance and usability.

Participants learnt to analytics tools to track SEO performance and make data driven decisions. They were able to understand key metrics and report on SEO progress. Students developed the ability to optimize local search that helps in local search visibility and engage with the local audience effectively.

In conclusion this short term course on Digital marketing and Search engine optimization imparted the necessary knowledge and skills among the participating students for effectively reaching out to audiences, drive business and stay competitive in this digital era. The basic knowledge gained during the workshop will encourage the students to learn more about this field and master in the field of digital marketing. This training will open up numerous opportunities for success in the digital age.

Dr. Anil Kumar Singh,  
Coordinator, RUSA Component 12, Government Science College, Vankal