

VAC127	SEARCH ENGINE OPTIMIZATION
Contact Hours	30 Hours
Prerequisite	Nil

Course Description

SEO aka Search Engine Optimization is booming day by day because every day 5.6 billion searches on Google and 63,000 search queries every second. Search Engine Optimization (SEO) is an organic, natural, or unpaid method to drive traffic-free traffic. Search Engine Optimization is technique to rank website pages on the first page of search engines like Google, Bing, Apple Bot, and Yahoo and get a better position on SERP to increase the quantity and quality of traffic. Search Engine Optimization (SEO) typically aims to provide students with practical knowledge and skills related to optimizing websites for search engines.

Course Objectives

Students will be able to:

- Gain an understanding of search engine algorithms and how they affect organic search results and websites.
- Develop knowledge of key elements for creating an effective SEO strategy, including how to select keywords and perform keyword research;
- Comprehend consumer psychology and search behaviour;
- Conduct on-page SEO analysis to identify opportunities to improve a website's search optimisation.

Course Outcomes

On completion of this course, students will be able to:

CO 1: Acquire the foundational principles of SEO, including how search engines work, the importance of keywords, and the significance of user experience.

CO 2: Explore techniques for conducting keyword research to identify relevant and high-traffic search terms.

CO 3: Stay updated with major search engine algorithm changes and adapt SEO strategies accordingly.

CO 4: Demonstrate usage of websites for local search results.



Course Content (Hands-On Learning)

Module I: Introduction To SEO

7 hours

What is a search engine? How search engines work? What is SEO? What is the need of SEO History Of SEO How SEO Works; What is Domain Basic Knowledge of World Wide Web Difference between Portal and Search Engines What is SEO Types of SEO Techniques Black hat techniques White Hat techniques How Search Engine works Page Speed Basics of search engine that includes crawling, indexing and caching What is Googlebot (Google Crawler) Types Of SEO technique; What Is Google's SEO Algorithm updates? How to create planning and strategies for SEO What is SEO tools and why we need it?

Module II: Technical SEO

7 hours

What Is Technical SEO; Technical SEO Ranking factors; Type of meta tags and their effect on SEO; Site architecture Optimization; Breadcrumbs; Permalinks optimization; Canonicalization; What Is Robots.txt File & How to create it; Setup of CDN; Installation of SSL; How to Improve Website Performance & Speed using Plugin; How to perform the Page Speed Test; XML and HTML sitemap creation and optimization; How to Add and verify a website in Google Console Google Analytics setup and monitoring.

Module III: Keyword Research Process

8 hours

What Is Keyword; The importance of Keyword Research?; Different types of keywords; How to do Analysis of keywords using Free & Paid Tools; How to find easy to rank keywords related to your website and business; How to do Analysis of Keyword Using Chrome Extension; How to find the Ranking Keyword Of competitor; Selecting the right keywords for the project; How to Know Top ranking Keywords of your sites; How to Find hidden ranking keywords of your website; What Is LSI Keywords: Easy Strategies To find LSI Keywords

Module IV: Content Planning and Creation

8 hours

Content Research Content Structure; Content Planning With Keywords

On-Page SEO

What is On-Page SEO; Title Optimization: How to select the right title for your page which will boost your CTR; Content optimization; Header Tags Optimization: how and where to use (H1, h2, h3, h4.....) tags; Meta Description optimization: Image optimization: Internal links: Outbound links: Schema Markup: Off-page SEO.

On page Vs. Off-Page Optimization; Introduction to Back Links: Why is it important for SEO? What is Anchor text and why it is important in link building; When you should start creating backlinks; Some proven ways to get backlinks organically; Easy Method to generate high-quality Do-follow backlinks; Social media submission.

References

Johnson, M. (2019). On-Page SEO Techniques. In A. Brown (Ed.), SEO Handbook: Comprehensive Strategies for Online Marketing (3rd ed., pp. 45-63). Digital Press.

Smith, J. (2021). Mastering Search Engine Optimization: Strategies for Effective Online Visibility (2nd ed.). SEO Publishing.

	Evaluation Component	Weightage (%)
1	Activities and Assignments	20
2	Project/Presentation	20
3	Attendance	10
4	End Term Examination	50


 Registrar
 K.R. Mangalam University
 Sohna Road, Gurugram (Haryana)



K.R. MANGALAM UNIVERSITY
EDUCATION FOR LIFE
(Recognized by UGC and a member of AIU)

Ref.No.:KRMU/Admin./Notice/2022-23/ 3071(c)

Dated: 4th August, 2022

NOTICE

This is to put for information that School of Management and Commerce is offering Value-Added Course (VAC) for all interested students during ODD Semester as per the following specifications.

Course Code	Course Title	Coordinating Department / School	Duration
SMMC651A	Leadership Development	SOMC	30 Hrs.
VAC121	Employability Skills-I	SOMC	30 Hrs.
VAC123	Employability Skills-III	SOMC	30 Hrs.
VAC125	MS Office Suite	SOMC	30 Hrs.
VAC127	Search Engine Optimization	SOMC	30 Hrs.
VAC128	Digital Marketing Essentials	SOMC	30 Hrs.
VAC147	Leadership and Management	SOMC	30 Hrs.

Maximum 100 seats are available for the course.

Course Start Date: 05 September 2022

Course End Date: 29 December 2022

All interested students are required to confirm their registration with the Dean-School of Management and Commerce latest by 26th August, 2022.



Registrar

Copy to:

- Vice Chancellor
- Dean (Academics Affairs)
- Controller of Examinations
- All Deans/ School Coordinators
- All Faculty Members/ Mentors
- Notice Board
- Office Copy

For kind information



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K.R. Mangalam University
Sector-10, Gurgaon (Haryana)

ATTENDANCE SHEET

VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC127

COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO	NAME	PROGRAMME	SEMESTER	5-Sep-22	8-Sep-22	10-Sep-22	12-Sep-22	15-Sep-22
2202520007	TUSHAR SHARMA	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	P
2202520006	ADITYA RAJ	BBA AND MBA INTEGRATED	Semester I	P	P	A	P	P
2202520005	KATHAN JAIN	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	A
2202520004	LAVANEY KUMAR	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	P
2202520003	KASHISH	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	P
2202520002	VINIT KUMAR	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	P
2202520001	ANUJ BISHARIYA	BBA AND MBA INTEGRATED	Semester I	P	P	P	P	P
2202390008	ANIKET KUMAR	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	P
2202390007	SATYAM SINHA	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	P
2202390020	SAHITYA SINGH	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	P
2202390019	KARTIK ARORA	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	P
2202390018	SAHIL GUPTA	BBA in BI and Analytics SAMATRIX	Semester I	P	P	P	P	P
2202390016	DEV VATS	BBA in BI and Analytics SAMATRIX	Semester I	A	P	P	P	P
2202080242	SURYA PRATAP	BBA	Semester I	P	P	P	P	P
2202080237	KAJAL MOURYA	BBA	Semester I	P	P	P	P	P

Shivam

COURSE INCHARGE

Prof
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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC127
COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO.	NAME	17-Sep-22	22-Sep-22	22-Sep-22	24-Sep-22	26-Sep-22	29-Sep-22	1-Oct-22	3-Oct-22	6-Oct-22
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	P	P	A	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	P	P
2202520003	KASHISH	P	P	P	P	P	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	P	P	P	P	P	P
2202520001	ANUJ BISHARIYA	P	A	P	P	P	P	P	P	P
2202390008	ANIKET KUMAR	P	P	P	P	P	P	P	P	P
2202390007	SATYAM SINHA	P	P	P	P	P	P	P	P	P
2202390020	SAHITYA SINGH	P	P	P	P	P	P	P	P	P
2202390019	KARTIK ARORA	P	P	A	P	P	P	P	P	P
2202390018	SAHIL GUPTA	P	P	P	P	P	P	P	A	P
2202390016	DEV VATS	P	P	P	P	P	P	P	P	P
2202080242	SURYA PRATAP	P	P	P	P	P	P	P	P	P
2202080237	KAJAL MOURYA	P	P	P	P	P	P	P	P	P

Sharma

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COURSE CODE: VAC127
COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO	NAME	8-Oct-22	10-Oct-22	13-Oct-22	15-Oct-22	17-Oct-22	20-Oct-22	22-Oct-22	23-Oct-22	24-Oct-22
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	A	P	A	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	A	P	P	P	A	P	P	A
2202520003	KASHISH	P	P	P	P	P	A	P	P	P
2202520002	VINIT KUMAR	P	A	P	P	P	A	A	P	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	A	P
2202390008	ANIKET KUMAR	P	A	P	P	P	P	P	P	P
2202390007	SATYAM SINHA	A	P	P	P	P	P	P	P	P
2202390020	SAHITYA SINGH	P	P	P	P	A	P	P	P	P
2202390019	KARTIK ARORA	P	A	P	P	P	A	P	P	P
2202390018	SAHIL GUPTA	P	A	P	P	P	P	P	P	P
2202390016	DEV VATS	P	A	P	P	P	P	A	P	P
2202080242	SURYA PRATAP	P	P	P	P	P	P	P	P	A
2202080237	KAJAL MOURYA	P	P	P	P	P	A	A	P	P

Signature

COURSE INCHARGE

Signature

Registrar
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COURSE CODE: VAC127
COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO	NAME	27-Oct-22	29-Oct-22	31-Oct-22	1-Nov-22	5-Nov-22	7-Nov-22	10-Nov-22	12-Nov-22	14-Nov-22
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	P	P	A	P	P	P	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	P	P
2202520003	KASHISH	P	P	P	P	P	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	A	P	P	P	P	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	P	P	P	P
2202390008	ANIKET KUMAR	P	A	P	A	P	P	P	P	P
2202390007	SATYAM SINHA	P	A	P	P	P	P	P	P	P
2202390020	SAHITYA SINGH	P	P	P	P	P	P	P	P	P
2202390019	KARTIK ARORA	P	P	P	P	P	P	P	P	P
2202390018	SAHIL GUPTA	P	P	P	P	P	A	P	P	P
2202390016	DEV VATS	P	P	P	P	P	A	P	P	P
2202080242	SURYA PRATAP	P	P	P	P	P	P	P	P	P
2202080237	KAJAL MOURYA	P	P	P	P	P	A	P	P	A

Shweta

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VAC COURSE FOR ACADEMIC YEAR 2022-23
COURSE CODE: VAC127
COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO	NAME	17-Nov-22	19-Nov-22	21-Nov-22	24-Nov-22	26-Nov-22	28-Nov-22	1-Dec-22	3-Dec-22	5-Dec-22
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	P	P	P
2202520006	ADITYA RAJ	P	P	P	A	P	A	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	A	P	P	A	P	P	P	P
2202520003	KASHISH	P	A	P	P	P	P	P	P	P
2202520002	VINIT KUMAR	P	P	P	P	P	P	P	P	P
2202520001	ANUJ BISHARIYA	P	P	P	A	A	A	P	P	P
2202390008	ANIKET KUMAR	P	P	P	P	P	P	P	P	P
2202390007	SATYAM SINHA	P	P	P	A	P	P	P	A	P
2202390020	SAHITYA SINGH	P	P	P	P	P	A	A	A	A
2202390019	KARTIK ARORA	P	A	P	P	A	P	P	P	P
2202390018	SAHIL GUPTA	A	P	P	P	A	P	P	P	P
2202390016	DEV VATS	P	P	P	P	A	P	P	P	P
2202080242	SURYA PRATAP	P	P	P	P	P	P	P	P	A
2202080237	KAJAL MOURYA	P	P	A	P	P	P	P	P	P

Gururaj

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COURSE CODE: VAC127
COURSE TITLE: SEARCH ENGINE OPTIMIZATION

ROLL NO	NAME	8-Dec-22	10-Dec-22	12-Dec-22	15-Dec-22	17-Dec-22	19-Dec-22	22-Dec-22	24-Dec-22	26-Dec-22
2202520007	TUSHAR SHARMA	P	P	P	P	P	P	A	A	P
2202520006	ADITYA RAJ	P	P	P	P	P	A	P	P	P
2202520005	KATHAN JAIN	P	P	P	P	P	P	P	P	P
2202520004	LAVANEY KUMAR	P	P	P	P	P	P	P	P	P
2202520003	KASHISH	P	P	P	P	P	P	P	P	P
2202520002	VINIT KUMAR	A	P	P	A	P	P	P	A	P
2202520001	ANUJ BISHARIYA	P	P	P	P	P	A	P	P	P
2202390008	ANIKET KUMAR	P	P	P	A	P	P	P	A	P
2202390007	SATYAM SINHA	A	P	P	P	A	P	P	P	P
2202390020	SAHITYA SINGH	P	A	P	P	P	P	P	P	P
2202390019	KARTIK ARORA	P	P	P	P	A	P	P	P	P
2202390018	SAHIL GUPTA	A	P	P	P	P	P	P	P	P
2202390016	DEV VATS	P	P	P	P	P	P	P	P	P
2202080242	SURYA PRATAP	A	P	P	P	P	P	A	P	P
2202080237	KAJAL MOURYA	P	P	P	P	P	P	P	P	P

Shruti

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VAC COURSE FOR ACADEMIC YEAR 2022-23

COURSE CODE: VAC127

COURSE TITLE: SEARCH ENGINE OPTIMIZATION

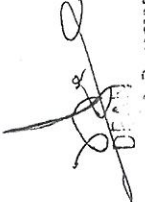
ROLL NO	NAME	29-Dec-22	Total	Present	Percentage
2202520007	TUSHAR SHARMA	P	51	48	94.12
2202520006	ADITYA RAJ	A	51	41	80.39
2202520005	KATHAN JAIN	P	51	48	94.12
2202520004	LAVANEY KUMAR	A	51	45	88.24
2202520003	KASHISH	P	51	47	92.16
2202520002	VINIT KUMAR	P	51	44	86.27
2202520001	ANUJ BISHARIYA	P	51	44	86.27
2202390008	ANIKET KUMAR	P	51	45	88.24
2202390007	SATYAM SINHA	P	51	43	84.31
2202390020	SAHITYA SINGH	P	51	43	84.31
2202390019	KARTIK ARORA	P	51	43	84.31
2202390018	SAHIL GUPTA	P	51	44	86.27
2202390016	DEV VATS	A	51	46	90.20
2202080242	SURYA PRATAP	A	51	41	80.39
2202080237	KAJAL MOURYA	P	51	48	94.12

Sharma

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Jed

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School of Management & Commerce (SOMC)
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Haryana 122103



VALUE ADDED COURSE (VAC)
ACADEMIC YEAR 2022-23
COURSE CODE: VAC127

COURSE TITLE: SEARCH ENGINE OPTIMIZATION
COURSE OFFERED BY: SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
LIST OF STUDENTS COMPLETING THE COURSE

S.NO	SESSION	ROLL NO	NAME	PROGRAMME	SEMESTER	COURSE	COURSE TITLE	SCHOOL
1	2022-23	2202520007	TUSHAR SHARMA	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
2	2022-23	2202520006	ADITYA RAJ	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
3	2022-23	2202520005	KATHAN JAIN	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
4	2022-23	2202520004	LAVANEY KUMAR	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
5	2022-23	2202520003	KASHISH .	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
6	2022-23	2202520002	VINIT KUMAR	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
7	2022-23	2202520001	ANUJ BISHARIYA	BBA AND MBA INTEGRATED	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
8	2022-23	2202390008	ANIKET KUMAR	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
9	2022-23	2202390007	SATYAM SINHA	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
10	2022-23	2202390020	SAHITYA SINGH	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
11	2022-23	2202390019	KARTIK ARORA	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
12	2022-23	2202390018	SAHIL GUPTA	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
13	2022-23	2202390016	DEV VATS	BBA in BI and Analytics SAMATRIX	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
14	2022-23	2202080242	SURYA PRATAP	BBA	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)
15	2022-23	2202080237	KAJAL MOURYA	BBA	Semester I	VAC127	SEARCH ENGINE OPTIMIZATION	SCHOOL OF MANAGEMENT AND COMMERCE (SOMC)

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This is to certify that **Tushar Sharma**, University Enrolment No **2202520007** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

h. mahajan

Controller of Examination

[Signature]

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Sohna Road, Gurugram, (Haryana)



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CERTIFICATE OF COMPLETION

This is to certify that **Aditya Raj**, University Enrolment No **2202520006** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

h. mahajan

Controller of Examination

J. P.

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This is to certify that **Kathan Jain**, University Enrolment No **2202520005** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

Kathajan

Controller of Examination

[Signature]

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This is to certify that **Lavaney Kumar**, University Enrolment No **2202520004** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

Lavaney

Controller of Examination

[Signature]

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CERTIFICATE OF COMPLETION

This is to certify that **Kashish .**, University Enrolment No **2202520003** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

hahajan

Date: 20.02.2023

Controller of Examination

Prof

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CERTIFICATE OF COMPLETION

This is to certify that **Vinit Kumar**, University Enrolment No **2202520002** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

hahajan

Controller of Examination

Juf

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)



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This is to certify that **ANUJ BISHARIYA**, University Enrolment No **2202520001** of **BBA AND MBA INTEGRATED** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

hahajan

Date: 20.02.2023

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This is to certify that **Aniket Kumar**, University Enrolment No **2202390008** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Aniket Kumar

Date: 20.02.2023

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This is to certify that **Satyam Sinha**, University Enrolment No **2202390007** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **Sahitya Singh**, University Enrolment No **2202390020** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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hrajani

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This is to certify that **Kartik Arora**, University Enrolment No **2202390019** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **Sahil Gupta**, University Enrolment No **2202390018** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **DEV VATS**, University Enrolment No **2202390016** of **BBA in BI and Analytics SAMATRIX** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **Surya Pratap**, University Enrolment No **2202080242** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

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This is to certify that **Kajal Mourya**, University Enrolment No **2202080237** of **BBA** programme has successfully qualified **VALUE ADDED COURSE VAC127 (SEARCH ENGINE OPTIMIZATION)** during Academic Session **2022-23 (Odd Semester)**.

Date: 20.02.2023

Khajajam

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