



## MAHARAJA AGRASEN INSTITUTE OF MANAGEMENT STUDIES

(A unit of Maharaja Agrasen Technical Education Society)

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### EXPERT SESSION ON “GOOGLE ADS AND SEO”

**August 25, 2017**

Department of Business Administration, Maharaja Agrasen Institute of Management Studies organized an “Expert Session on Google Ads and SEO” in Maharaja Agrasen Institute of Management Studies, New Delhi on August 25, 2017. The expert session focused on how to use Google Ads for web development and how to strategically manage SEO. It was a great learning experience for the students. The session showed a turnout of 34 students.

Dr. Deepak Dagar, Assistant Professor, MAIMS interacted with the students and elucidated them about the basics of Google Ads and SEO. He described how enterprises and big organizations accomplish big goals with tight budgets with strategic SEO practices. He then explained how to optimize in the quickest and most effective manner possible. He further explained the ways to scale and grow Google ads campaigns while maintaining the ROI from the campaigns. He ended the session by imposing importance on the current and urgent need to develop ingenious digital marketing skills through effective and constructive google ads strategies and optimal search engine optimization.

On behalf of Maharaja Agrasen Institute of Management Studies, Dr. Vijay Kumar Khurana, thanked him for delivering an exceedingly informative expert session and sharing his expert guidance with the students.

