

**Report on Workshop- PROGRAMMING TECHNIQUES AND SEARCH ENGINE
OPTIMIZATION (SEO),
AVIT September 15th, 2011**



The IEEE Computer Society Branch Chapter - AVIT and Association of Information Technology Engineers, Dept. of Information Technology, Aarupadai Veedu Institute of Technology organized a One Day Workshop on “**PROGRAMMING TECHNIQUES AND SEARCH ENGINE OPTIMIZATION (SEO)**” on 15th September, 2011 as a part of Engineers Day Celebrations.

Mr. Palani Ramadass, CEO, Daspal InfoTech Pvt Ltd, Chennai, discussed about programming techniques and search engine optimization. The lecture was insightful of search engine optimization in the industry.

Dr. (Mrs.) N. R. Alamelu, Principal, AVIT, rendered the Presidential Address. Dr. A. Anthony Irudhayaraj, Dean (IT), Advisor, IEEE – CS Branch Chapter – AVIT, focused on the importance of Programming Techniques. Mr. C. Karthikeyan, Head, Department of Information Technology, welcomed the gathering. Faculty members and students from the Department of Information Technology attended the session. Mr. Karunanidhi Mishra, (III IT Student) Vice President, IEEE CS – Student Branch Chapter AVIT, delivered the Vote of Thanks.