



## 2019-2020

Name of the Department/Society: **180 Degrees Consulting**

Name of the Event 3: Digital Marketing

Date of the Event: 01/10/2019

A session was conducted to develop the Digital Marketing skills of the students and so that they could produce better quality projects. Topics that were covered are as follows:

1. SEO
2. Google Analytics
3. Keyword Research
4. Meta Title
5. Meta Description
6. Ubersuggest

