

Event Report

Name of the Event	SEO and Digital Strategy for startups
Date(s)	01 August 2018
Time	12:15 – 14:30 hours
Venue	iStart Nest, Jaipur
Agenda	<ul style="list-style-type: none"> ▪ Search Engine Optimisation techniques ▪ How to go digital and how to make your digital presence more SEO friendly ▪ Importance of a mobile-friendly website and using Google’s AMP and Facebook’s IA technology ▪ Importance of TLDs (Top level domain names) and SSL certificates (for added security and better google presence)

Brief Description of the Event

A focused speaker session was taken by iStart mentor DeepanshuKhandelwal for iStart startups on SEO/SMO and Go-to-online strategy for startups. Audience was educated about the current best market techniques related to SEO. Startups were also told about how mobile-friendly websites are extremely necessary in today’s digital age. One of the special focus points in this were use and deployment of AMP (Accelerated Mobile Pages).

Picture from the Event



List of Startups Participated

S.No	Startup Name	No. of Representatives
1	Bodhi AI	5
2	Decodr	2
3	Swaginoor	2
4	Mr. and Mrs. Pet	5
5	Unions app	2
6	Vind Technologies	1
7	Seek4Care	2
8	ToRoots	4
9	Material Tiger	1
10	Econaur	5