

# The Social NETWORKING

by  Systems

A two days workshop on Search Engine & Social Media Optimisation

Workshop Designed & Conceptualised by

  
Unconventional Ideas.  
Systematic Approach.

Dear Sir/Madam

**Sub: To organize SocialNETWORKING workshop in your college.**

**SocialNETWORKING** is a workshop based on Search Engine Optimisation & Social Networking Technologies Integration conceptualized by **some top industry professionals** in association with **EISystems**. It is going to be India's first & biggest workshop series based on the analysis of internet for commercial and strategic purposes and website development considering search engine and social media optimisation.

**The SocialNETWORKING** in its very first edition is going to be huge and grand covering over 450 engineering colleges across India. It is expected to attract more than 2000 participants from different parts of the country.

To groom the students with the insights of Internet and working with students e-magination, We plan to conduct this workshop across the country. This workshop will also provide a platform where young engineers can mould their imagination into reality and feel the excitement first hand.

We are hoping that you will find this workshop really interesting for the students. If you have any queries you can get back to us anytime.

Thanks & Regards,

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## EISystems

EISystems Services is a leading Indian technology identity with operations in 16 states and union territories of India. EISystems (We call it EISys) offers computer forensics, robotics and socialmedia related solutions for enterprises and student community. Our education domain "EISystems Education Services" have been in among top technology training provider brands in India. Our mentors had trained about 6000 students and impacted around 50000 students through our various outreach initiatives.

## Our brand EISystems

EISystems was born free, a force unleashed into the market with a relentless and unwavering determination to succeed. A spirit charged with energy, creativity and a team driven "to seize the day" with an ambition to become the most admired technology service provider. Our team, in just 15 months of operations, rose to the pinnacle of achievement and continues to lead.

As one of India's leading technology training company, EISystems brand has played the role of a major catalyst in India's reforms, contributing to its economic resurgence and spreading technocracy. Today we touch people's lives with our technology & internet services.

## Our logo

Our unique symbol is an interpretation of the 'EI' in EISystems. The emphasis on E & I means working Electronics & Information in a system. The highlight of the orange color makes thing to promote anything and spread awareness about our vision. It represents a dynamic force of unparalleled energy that brings us and our customers closer.

Our specially designed logo type is modern, vibrant & friendly. It signals our resolve to be accessible, while the use of all lowercase is our recognition for the need for humanity.

Orange is part of our heritage. It is the color of energy & passion that expresses the dynamism that has made EISystems the success it is today, in the domains we had forayed.



EISystems logo

for more details log on to [www.eisystems.in/about](http://www.eisystems.in/about)

## Internet Services

### Internet Webcasting

Make your event live on internet



EISysWEBCAS (EISystems Webcasting Services) is a first of its kind service, an effort to break the barriers of traditional online networking and watching videos online. Start live broadcasting and webcasting birthdays, Marriages, college events, conferences, and any other special occasion and let your loved once watch you live.

So are you making your event

**LIVE! On Internet?**

### Internet BRANDING

SEO | SEM | Merchandise Designing



Our web application development services offer development of your website with a vast range of multimedia and textual integration required to facilitate your business needs. We offer easy-to-use functionality rich software which are extremely useful for long term business relationship. We keep your goals in our mind and provide you with the best application development.

Our Optimisation services are committed to increasing traffic to your website to make your business grow faster. Our highly skilled team offers one stop solution to your internet marketing needs with our different modules. We make sure that your website receives a steady flow of traffic through our services. Our packages are designed based on the varying marketing needs of the customers.

for more details log on to

[www.eisystems.in/inServices](http://www.eisystems.in/inServices)

Robotics | Social Media | Forensics | Brand Consulting | Educational Trainings

[www.eisystems.in](http://www.eisystems.in) | [info@eisystems.in](mailto:info@eisystems.in)

## Our Clientele

EISystems Services (better known as EISys) being a knowledge platform also believes in sharing its domain expertise through its training programmes for that we founded the new venture; EISystems Education Services; the main activities of this venture is providing training, workshops, lectures, presentations and seminars in information security, robotics, 3D animation, automobiles, social media and various professional courses.

EISystems Services has been catering to a vast number of elite colleges of Engineering by the means of workshops, training programmes and other events on technology related fronts. We have successfully impacted out an excess of 50,000 students through the workshops and technoholic events organized by our team.

Below is the list of some of our esteemed clientele, whom we and our mentors served in the past up to their expectations

1. Indian Institute of Technology, Bombay
2. Indian Institute of Technology, Delhi
3. Indian Institute of Technology, Roorkee
4. Indian Institute of Technology, Hyderabad
5. Indian Institute of Technology, Banaras Hindu University
6. National Institute of Technology, Jaipur
7. National Institute of Technology, Nagpur
8. National Institute of Technology, Kurukshetra
9. National Institute of Technology, Durgapur
10. Indian Institute of Information Technology, Gwalior
11. Birla Institute of Technology & Sciences – Mesra, Patna
12. Bengal Engineering & Science University, Shibpur
13. Thapar University, Patiala
14. Delhi College of Engineering (now DTU), New Delhi
15. Netaji Subhash Institute of Technology, Delhi
16. Cochin University of Science & Technology, Kochi
17. RV College of Engineering, Bangalore
18. Don Bosco Institute of Technology, Mumbai
19. Coimbatore Institute of Technology, Coimbatore
20. Nirma University, Gandhinagar
21. Harcourt Butler Technological Institute, Kanpur

**and list continues...**

for more details log on to [www.eisystems.in/workshops](http://www.eisystems.in/workshops)

22. Sreenidhi Institute of Science & Technology, Hyderabad
23. Avanthi Institute of Engineering & Technology, Visakhapatnam
24. Sri Siddharth Institute of Technology, Tumkur
25. Sardar Patel Institute of Technology, Mumbai
26. Gokaraju Rangaraju Institute of Engineering & Technology, Hyderabad
27. Raghu Engineering College, Visakhapatnam
28. Avanthi Institute of Engineering & Technology, Visakhapatnam
29. MVSR Engineering College, Hyderabad
30. Mahatma Gandhi Institute of Technology, Hyderabad
31. Institute of Technology & Management, Gorakhpur
32. Institute of Engineering & Rural Technology, Allahabad
33. SRM University, Modinagar
34. PVG College of Engineering & Technology, Pune
35. RD Engineering College, Ghaziabad
36. Engineering College, Bikaner
37. Ilahia College of Engineering & Technology, Kochi
38. Babu Banarsi Das Institute of Technology, Ghaziabad
39. IPS Engineering College, Gwalior
40. Dehradun Institute of Technology, Dehradun
41. Dibrugarh University, Dibrugarh
42. GLA University, Mathura
43. ITM University, Gurgaon
44. Vaagdevi Educational Institutions, Warangal
45. Vinayaka Missions University, Salem
46. Modi Institute of Technology, Kota
47. ITM Engineering College, Meerut
48. JNTUH College of Engineering, Karimnagar
49. SRMS College of Engineering & Technology, Bareilly
50. Gyan Ganga Institute of Technology & Sciences, Jabalpur etc..

## We & Technical Festivals

EISystems Services or its promoters has been a key sponsors or organizers in numerous technical festivals organized by the colleges all over India. The primary objective of sponsoring the technical fests is to reach out to thousands of students who share similar interests in a short-span of time. The following small list exhibits our involvement and support given to the Technical Festivals to the Colleges across India.

Abhivyakti Axis Spitfest Phoenix Rubaru Corona  
Infotsav Thomso Auxesis Renaissance Blitzschlag  
Sreevision Cognizance Radiance Technex Pragnya  
Convergence Elan Vaagtarang Versatalia Sakshama  
Techibento HackNEX Tryst Neuron

# Workshop **Benefits**

We will provide following benefits to the college :-

**1. Conduction of two days workshop in your college.**

Duration – 2 days (6-7 hours per day sessions)

**2. Deliverables to our students after the conduction of workshop**

1. Software toolkit to each participant.
2. Training Material (eBooks) for each participant.
3. Home take away kit for a group in case of robotics workshop.
4. Authorised Certification from EISystems Services.

**3. Deliverables to the college & organizing team**

1. Momentoes to the college authorities, staff coordinator and overall student coordinator
2. Certificate of Coordination after successful conduction of workshop.

**4. Internship & Funded Research**

1. We always look for bright technominds. May be they are sitting in your college, students with good background will be considered for internship under our experts.
2. We work in team. We work in collaboration. Interns can also expect a funded research project from EISystems Services.

**5. Publicity & Branding Benefits**

1. Mailers about Workshop at college to our and our partners database of over 1,00,000 students and professionals.
2. Bulk Messaging (SMS) to our sms channels or to the numbers provided by college for messaging purpose.
3. Listing of college name with workshop on EISystems official website having an facility to register participants online.
4. Posters or Banners will be provided by EISystems Services for promotional purposes.
5. Personalised call by EISystems Media team to the aspiring participants subject to the database provided by college team.
6. College Specific page on EISystems website for better coverage of workshop online.

**6. Sponsorship to the college**

We will provide sponsorship for conducting the workshop as a part of acknowledgement of using college infrastructural facilities.

# Workshop Requirements

We want following things to be provided to us from college :-

## Technical Infrastructure Facilities

1. A Seminar hall/ Auditorium having an enough capacity to accommodate 200 participants comfortably.
2. A Projector setup with stereo jack cord and audio public address system with sufficient number of screens in order to maintain good visibility in seminar hall.
3. An internet connectivity for the speaker(Without proxy if possible)
4. A laptop or desktop in seminar hall having a configuration of 512 MB RAM, Pentium 4 or advanced processor having Windows XP installed on it.
5. Two Wireless Microphones (Collar Mic. Preferred for speaker)
6. One laptop will be required per team from participants with little knowledge on programming languages.

## Basic Requirements

1. Accomodation to our visiting team members in your college guest house or any other good place.
2. Pick and drop facility from nearest railway station/ bus-stand/ or airport.
3. This workshop will be conducted for a minimum of 100 students.

## Publicity & Logistics Support

1. Specially designed workshop posters (will be provided by us) to be dispatched to engineering colleges across the state along with the festival posters and to be put up in the campus.
2. Two specially appointed coordinators(Either from 3rd year or from final year) having the knowledge of the subject, to promote, publicize, handle local student queries etc. for our workshop to be conducted at the college.
3. Support to our team to interact with college students to provide them proper awareness regarding the workshop subject and to increase the participation.
4. Publicity and Branding through College or Department website.
  1. A Page dedicated to our workshop containing sufficient information about it.
  2. Logo and link of EISystems to be there on College/Department/Festival website
  3. Registration Link of our workshop(Link to EISystems Website) to be on College/Department website for online registration of the workshop.



# Workshop Content



## Session 1 :

Introduction to SEO & SMO  
Website type & Content ( Related Feasibility)  
WHOIS Lookup  
Analysis on Similar Websites in particular domain  
Domain Registration & Hosting Basics  
Anti domains registration

## Session 2 :

Search Engine Results  
Title Structure  
Description data  
URL Structure

### Types of SEO

- Machine Specific SEO
- User Specific SEO

### Machine Specific SEO (Part -1)

- Header Information
- Favicon Icon
- Meta Description

**Session 3 :**

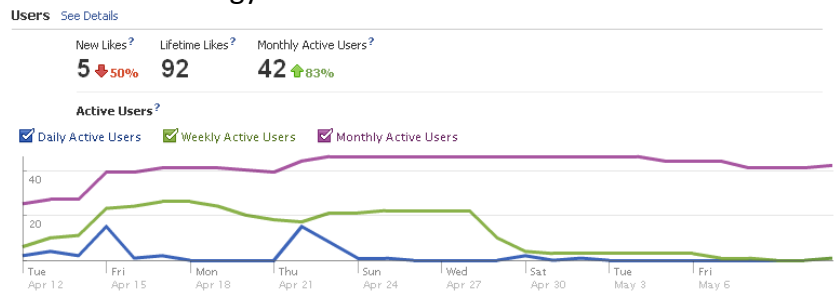
Machine Specific SEO (Part -2)

- Meta Keywords
- Online Keyword Generator
- Search Engine Crawler
- Relevancy of Metadata with content
- Alternate text in images
- Heading Structure
- Link Depth Concept

**Session 4 :**

Machine Specific SEO (Part -3)

- Webmaster tools
- Website Sitemap with online generator
- Submission of Sitemap
- Robots.txt
- Analytics Code Generation
- Discussion on Analytics Content with Strategy formation.



Analytics & Facebook Trends

**Session 5 :**

Machine Specific SEO (Part -4)

- Website URL Architecture
- Web flow Diagram
- Master Content Concept
- Google Verification & Alexa Ranking
- Folderwise Names (Images, js)

**Session 6 :**

Cpanel Basics

- Redirection
- Subdomains
- Parked Domains

## Session 7 :

### User Specific SEO (Part 1)

- Conventional URLs
- Mistakes Solution using Redirection
- Intelligent URL system
- Navigation bar
- Making of Navigation bar
- Magnifier tool creation

## Session 8 :

### User Specific SEO (Part 2)

- Sitemap Creation
- Mistakes Solution using Redirection
- Intelligent URL system
- Presentation & look
- Colours & Relevancy with case study.
- Making of Images using Photoshop.



## Session 9 :

### Online & Social Media Management(Part 3)

- Reputation Management
- Branding Session
- P+P Formula
- Facebook Page Banner & Page Creation
- Query form on Facebook page.
- Facebook Ads & Strategy Making

**Session 11 :**

Allied Technologies Session

- VoIP (Voice Over Internet Protocol)
- Multinetwork Synchronisation.
- Updation of webusing Gtalk, Twitter etc.
- Brand Analysis
- Branding Strategy
- Brand Management
- Multimedia Integration for better customer experience.



- MultiNetworks Synchronising
- Notifier Tool
- Synchronisation of Social Networks for optimal commercial interests.
- VoIP Application Model

## Workshop Fees & Student takeaways

**Rs. 1100 per participant**  
(inclusive of all taxes)

1. Certificate of Participation will be provided to every participant.
2. One unit Software Package will be provided to every participant.
3. EISyslife! Card for every participant in a group

## Workshop Payment

The amount shall be paid as under :-

### **Appropriate Amount to be handed over to EISystems team on the first day of the workshop**

- a. Mode of Payment can be Cheques/Demand Draft/Cash
- b. Proper Invoice will be provided for EISystems Services.

### **Appropriate Sponsorship Amount to be handed over to the College on the first day of the workshop**

- a. Mode of Payment can be Cheques/Demand Draft/Cash
- b. Proper Receipt will be provided by College

## Contact Us

We ensure that you will find our training programs extremely beneficial for your students. If you have any queries kindly get back to us. We are looking forward to a quick and positive response from you and a long term association with your esteemed organization.

Thanks & Regards,

### **Mayur Dev Sewak**

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