

DIGIHANDLER
ACADEMY



POWERED

DIGITAL MARKETING

TOP DEMANDING COURSE IN ROHTAK



- 6 Months Job-Ready Training

- Internship + Placement Assistance

- Real Client Projects + Live Campaigns

- Learn AI Tools That Actually Save Time & Make Money

DIGIHANDLER ACADEMY

A MESSAGE FROM OUR LEADERS



LOVISH MADAAN
(Founder & Trainer)

At Digihandler Academy, we don't just teach we transform careers. Our mission is to equip learners with practical digital marketing and AI skills that drive real results, build confidence, and create long-term success in today's competitive world



MANASVI MADAAN
(Director & Trainer)

We believe in learning by doing. Through hands on training, cutting-edge AI tools, and real industry exposure, we empower every learner to become skilled, confident, and future-ready to achieve their goals

Join Digihandler Academy and take the first step towards a Successful Future.
Let's Build your Career Together !

DIGIHANDLER ACADEMY

About Digihandler Academy

In the last 3 years, Digihandler Academy has successfully trained 300+ students, government officials, and learners from leading universities across India. We deliver result-driven Digital Marketing training powered by real strategies, advanced AI tools, and practical execution so you gain skills that actually work in the real world.

Why Choose Digihandler Academy?

We focus on hands-on training, not just theoretical learning. At Digihandler Academy, you gain real-world experience through practical execution, AI-powered tools, and live strategies so you don't just learn, you actually know how to implement and grow.

DIGIHANDLER ACADEMY

Our Students



DIGIHANDLER ACADEMY

Fun Learning with **Practical Experience**



DIGIHANDLER ACADEMY



Digital Marketing Course

- ✓ Duration: 6 Months in Total
- ✓ 5 Months Practical Learning
- ✓ 1 Month Professional Training
- ✓ 100% Placement Assistance*
- ✓ Free Goodies & Premium AI Tools

Who Can Join?

- 🎓 Students 📁 Working Professionals
- 🚀 Anyone Who Wants to Grow in Digital Marketing

Still confused about your career?

Book 1:1 consultation call

with **Lovish Madaan**
(Founder and Trainer)

FUNDAMENTALS

DIGITAL MARKETING OVERVIEW

STRATEGY BUILDING

Digital Marketing Overview

Topics Covered

- Digital ecosystem (2026)
- Online business models (D2C, service, affiliate)
- Customer journey (awareness → conversion)
- Funnel basics (TOF, MOF, BOF)
- Traffic → leads → sales flow
- Digital assets (website, ads, CRM)
- Channels overview (SEO, Ads, Social)
- Role of content in marketing
- Role of ads in marketing
- Data-driven marketing basics
- Case studies breakdown
- Industry workflow

Module 1 Graphic Designing

Brand Guidelines

- Brand identity
- Color psychology
- Typography
- Brand voice
- Visual consistency
- Creative hierarchy
- Social media branding
- Offer presentation
- Trust-building design
- Premium positioning
- Product creatives
- Offer banners
- Motion graphics in Canva

Strategy Building

Topics Covered

- Full funnel planning
- Organic vs paid strategy
- Branding vs performance
- Multi-channel system
- Audience segmentation
- Offer creation
- Retargeting logic
- Campaign objectives
- Conversion strategy
- Scaling basics
- Budget distribution
- Mistakes to avoid

Canva Designing with Ai

- Canva interface mastery
- Social media creatives
- Ad creatives (conversion-focused)
- Thumbnail design
- Carousel design

AI Integration

- Ideogram usage
- Nano Banana tools
- Creative testing

WEBSITE DESIGNING



Module 2 Expired Domains

Topics Covered

- Expired domain concept
- Finding expired domains
- Domain authority check
- Spam score analysis
- Buying expired domains
- SEO benefits
- Redirect strategies
- Ranking usage
- Risks & precautions
- Tools for expired domains
- Case examples
- Workflow

Module 3 Domain & Hosting

Topics Covered

- Domain types
- Domain purchase
- Hosting types
- Hosting selection
- DNS setup
- Domain connection
- SSL setup
- Email setup
- CDN basics
- Backup systems
- Security basics
- Hosting dashboard

Module 4 Website Optimization

Topics Covered

- Page speed optimization
- Core Web Vitals
- Mobile UX improvements
- Conversion elements
- CTA optimization
- Layout improvements
- Heatmap basics
- Testing methods
- Bounce rate reduction
- UX improvements
- Website audit
- Optimization system

Module 5 WordPress Setup

Topics Covered

- WordPress installation
- Dashboard overview
- Theme selection
- Plugin setup
- Page builder (Elementor)
- Contact forms
- Blog setup
- Media management
- Security & Backup setup
- Maintenance basics
- Setup workflow

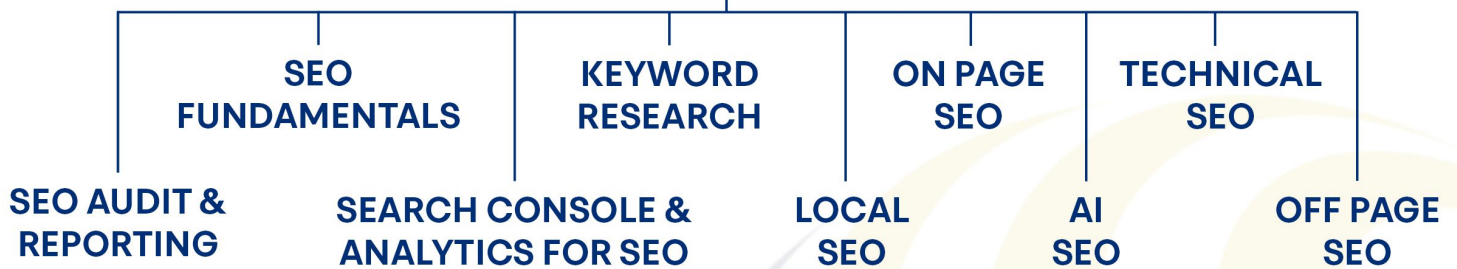
Module 6 Website Designing

Topics Covered

- Homepage design
- Landing page structure
- Product page design
- Service page design
- CTA placement
- Trust elements
- Mobile-first design
- UI/UX basics
- Page speed basics
- Funnel page design
- Wireframing
- Live page creation



SEO



Module 7 SEO Audit & Reporting

Topics Covered

- Complete SEO audit process
- On-page audit checklist
- Technical audit checklist
- Backlink audit basics
- Competitor audit
- Keyword gap analysis
- Traffic drop analysis
- Reporting format
- SEO progress tracking
- Client reporting
- Audit tools
- Action planning

Module 8 SEO Fundamentals

Topics Covered

- Search engine working
- Search intent
- Keyword types
- SEO workflow
- Ranking factors
- Content strategy
- SEO tools
- SEO structure
- Topical authority
- SEO mistakes
- Planning roadmap
- Overview

Module 9 Search Console & Analytics for SEO

Topics Covered

- Google Search Console setup
- Sitemap submission
- URL inspection
- Indexing requests
- Coverage issues
- Keyword performance tracking
- CTR improvement
- Core Web Vitals monitoring
- GA4 for SEO traffic
- Organic traffic analysis
- Page performance tracking
- SEO reporting insights

Module 10 Keyword Research

Topics Covered

- Seed keywords
- Intent mapping
- • Long-tail keywords
- Competitor keywords
- Keyword clustering
- Topic mapping
- Difficulty analysis
- Blog keywords
- Landing page keywords
- Keyword sheets
- Research workflow

Module 11 Local SEO

Topics Covered

- Google Business Profile setup
- Category selection
- NAP consistency
- Local keyword targeting
- Reviews strategy
- Map ranking
- Local citations
- Image optimization
- GBP posts

Module 12 On Page SEO

Topics Covered

- Title tag optimization
- Meta descriptions
- Heading structure
- URL optimization
- Keyword placement
- Content structure
- Internal linking
- Image SEO
- Alt text
- Readability optimization
- CTR writing
- On-page audit
- Technical SEO

Module 13 Off Page SEO

Topics Covered

- Backlinks basics
- Link quality
- Guest posting
- Directory submissions
- Profile backlinks
- PR backlinks
- Anchor text strategy
- Outreach system
- Link building strategy
- Citations
- Backlink audit
- Mistakes to avoid

Module 14 AI SEO

Topics Covered

- AI keyword tools
- AI briefs
- Topic clustering
- AI content creation
- Content optimization using AI
- Internal linking strategies
- Content refresh techniques
- Competitor analysis using AI
- Editing workflow
- Automation

SOCIAL MEDIA MARKETING



Module 15 Content Creation with AI

Topics Covered

- Social Media Platforms
- Meta Business Suite
- AI-assisted content ideation
- AI prompt writing for content
- Hook generation with AI
- Script writing with AI
- AI for social media captions
- AI for blog outlines
- AI for carousel content
- AI for ad creative ideas
- AI content repurposing
- Editing AI-generated content
- Brand voice consistency

Module 16 Camera Handling & Shooting

Topics Covered

- Camera setup
- Framing
- Angles
- Lighting
- Audio setup
- Background
- Product shooting
- Face videos
- Indoor/outdoor shooting
- Common mistakes
- Practice shoots
- Optimization

Module 17 Video Editing (Filmora)

Topics Covered

- Filmora interface
- Cuts & transitions
- Text overlays
- Effects
- Audio sync
- Color correction
- Reel editing
- Ad editing
- Export settings
- Editing workflow
- Speed editing
- Final output

Module 18 Meta Ads Basics

Topics Covered

- Meta Business Suite
- Ads Manager Overview
- Campaign structure
- Ad sets
- Targeting
- Creatives
- Copywriting
- Budgeting
- Placements
- Campaign setup
- Pixel

Module 19 Meta Ads Intermediate

Topics Covered

- Event tracking
- Conversion ads
- Lead ads
- Traffic campaigns
- Retargeting
- Custom audiences
- Lookalike audiences
- Budget control
- Copy testing
- Creative testing
- Funnel-based ads
- Reporting

Module 20 Meta Ads Advanced

Topics Covered

- Scaling campaigns
- Budget scaling
- Creative fatigue
- Offer testing
- Audience expansion
- Advanced retargeting
- Catalog ads
- Attribution
- ROAS optimization
- Debugging campaigns
- Account hygiene
- Strategy

Module 21 Google Ads Overview

Topics Covered

- Account setup
- Billing
- Campaign types
- Search basics
- Display basics
- YouTube basics
- Conversion tracking
- Keywords
- Ad rank

Module 22 Search Ads

Topics Covered

- Search intent targeting
- Keyword research for PPC
- Ad group structure
- Ad copywriting
- Headlines & descriptions
- Match types (broad, phrase, exact)
- Negative keywords
- Ad extensions
- Bidding strategies
- Landing page relevance
- Quality Score optimization
- Campaign optimization

Module 23 Display Ads

Topics Covered

- Display campaign purpose
- Banner ad formats
- Audience targeting
- Placement targeting
- Remarketing basics
- Custom audiences
- Creative design principles
- Offer-based creatives
- Awareness campaigns
- CPM understanding
- Performance reports
- Optimization

Module 24 YouTube Ads

Topics Covered

- Campaign setup
- Video ad formats
- Audience targeting
- Hook creation (first 3 sec)
- Script writing for ads
- Funnel-based video ads
- Placement targeting
- Retargeting strategies
- CPV & VTR metrics

- Budgeting
- Performance analysis
- Optimization

Module 25 Ads Optimization

Topics Covered

- Metrics (CPC, CTR, CPA, ROAS)
- Identifying weak points
- Creative performance analysis
- Audience performance
- Funnel analysis
- Offer performance
- Landing page impact
- Split testing
- Budget allocation
- Scaling vs fixing
- Reporting dashboards
- Optimization system



TYPES OF MARKETING



Module 26 Email Marketing

Topics Covered

- Email fundamentals
- List building
- Campaign setup
- Automation setup
- Welcome sequences
- Abandoned cart emails
- Promotional emails
- Nurture sequences
- Subject line writing
- Segmentation
- Metrics tracking
- Tools setup

Module 27 Pinterest Marketing

Topics Covered

- Pinterest account setup
- SEO on Pinterest
- Pin design
- Boards structure
- Titles & descriptions
- Traffic generation
- Affiliate strategy
- Scheduling pins
- Analytics
- Growth strategy
- Content consistency
- Scaling

Module 28 Affiliate Marketing

Topics Covered

- Affiliate business model
- Platforms (Amazon, Clickbank etc.)
- Product selection
- Affiliate funnels
- Traffic generation
- Content strategy
- Landing pages
- Tracking systems
- Scaling strategies
- Monetization
- Case studies
- Affiliate workflow

Module 29 Quora Marketing

Topics Covered

- Profile optimization
- Topic selection
- Question research
- Answer writing
- Soft promotion
- Traffic generation
- Lead generation
- Formatting answers
- Authority building
- Consistency
- Avoiding spam
- Growth strategy

Module 30 Reddit Marketing

Topics Covered

- Reddit structure
- Subreddit research
- Community rules
- Posting strategy
- Comment marketing
- Traffic generation
- Market research
- Content validation
- Branding strategy

- Search intent targeting
- Keyword research for PPC
- Ad group structure
- Ad copywriting
- Headlines & descriptions
- Match types (broad, phrase, exact)
- Negative keywords
- Ad extensions
- Bidding strategies
- Landing page relevance
- Quality Score optimization
- Campaign optimization

Module 31 Performance Marketing

Topics Covered

- KPI-based planning
- Funnel strategy
- CAC & LTV
- ROAS optimization
- Channel contribution
- Budget distribution
- Scaling campaigns
- Data-driven decisions
- Reporting
- Case studies
- Execution system
- Performance mindset

Module 32 Lead Generation

Topics Covered

- Lead generation models
- Forms vs landing pages
- Offer creation
- Lead magnets
- Form optimization
- CRM basics
- Follow-up systems
- WhatsApp lead flow
- Lead quality analysis
- Funnel structure
- Optimization
- Reporting

Module 33 Conversion Optimization

Topics Covered

- CRO fundamentals
- User behavior analysis
- Heatmap tools
- CTA optimization
- Offer positioning
- Trust elements
- Form optimization
- Product page optimization
- Cart abandonment fixes
- A/B testing
- Drop-off analysis
- Conversion audit

Module 34 Funnel Building

Topics Covered

- Funnel types
- Lead funnels
- Webinar funnels
- Product sales funnels
- Page flow (LP → TY page)
- Upsell & downsell
- Messaging consistency
- Funnel copywriting
- Funnel tracking
- Automation basics
- Funnel testing
- Live funnel build

Module 35 Retargeting Systems

Topics Covered

- Warm audience strategy
- Website retargeting
- Video retargeting
- Engagement retargeting
- Cart abandonment retargeting
- Lead retargeting
- Email + ads sync
- Offer sequencing
- Time-based retargeting

- Creative variations
- Audience exclusions
- Performance analysis

Module 36 AI Tools

Topics Covered

- AI tools overview
- Prompt writing basics
- AI for research
- AI for copywriting
- AI for ad creatives
- AI for SEO workflows
- AI for analytics
- Workflow building
- Automation tools
- Productivity tools
- Limitations of AI
- Best practices

Module 37 AI Content

Topics Covered

- AI for social media posts
- AI for ad scripts
- AI for blog writing
- AI for email writing
- Hook & headline generation
- Content repurposing
- Editing AI content
- Brand voice consistency
- Humanizing AI content
- Workflow system
- Scaling content
- Quality control

Module 38 Automation

Topics Covered

- IG Automation
- Automation Tools

Module 39 Freelancing

Topics Covered

- Service selection
- Niche selection
- Offer creation
- Packaging services
- Pricing basics
- Workflow
- Communication
- Reporting
- Retainer model
- Handling revisions
- Client retention
- Freelancing roadmap

Module 40 Freelancing Platforms

Topics Covered

- Upwork setup
- Fiverr setup
- Profile optimization
- Gig creation
- Proposal writing
- Portfolio linking
- Pricing strategy
- Client communication
- Getting first order
- Reviews strategy
- Platform mistakes
- Scaling

Module 41 Client Acquisition

Topics Covered

- Organic lead generation
- Instagram outreach
- LinkedIn outreach
- Cold email
- Personal branding
- Discovery calls
- Offer presentation
- Follow-ups
- Objection handling

- Lead qualification
- Closing
- Pipeline system

Module 42 Portfolio Building

Topics Covered

- Portfolio structure
- Case study writing
- Before-after results
- Ads showcase
- SEO results
- Social proof
- Website projects
- Testimonials
- Google Drive vs website
- Design basics
- Credibility building
- Portfolio mistakes

Module 43 Interview + Resume

Topics Covered

- Resume structure
- Skills section
- Projects section
- Portfolio linking
- Interview questions
- Mock interviews
- Communication skills
- Explaining work
- Fresher strategy
- Internship strategy
- LinkedIn optimization
- Job readiness

Module 44 Live Projects

Topics Covered

- Real campaign execution
- Website project
- SEO implementation
- Meta Ads practice
- Google Ads practice

- Content project
- Funnel project
- Email marketing project
- Reporting practice
- Team workflow
- Review sessions
- Final submission

Module 45 Internship Training

Topics Covered

- Practical task execution
- Daily workflow training
- Client-style assignments
- Team coordination
- Reporting discipline
- Deadline management
- Campaign monitoring
- Content execution
- Website updates
- SEO task handling
- Ad account exposure
- Internship evaluation

Module 46 Certification + Career Launch

Topics Covered

- Final assessment
- Portfolio review
- Resume polishing
- Mock interviews
- LinkedIn optimization
- Job application strategy
- Freelancing readiness
- Certification criteria
- Performance review
- Career roadmap
- Placement guidance
- Growth plan

The placement guarantee depends upon certain conditions, you can ask your counsellor for that*

FAQs

Q1. Who can join this course?

A: Any student, fresher, working professional or business owner.
No prior experience needed for this course.

Q2. Is the course online or offline?

A: Both modes are available offline at our Rohtak centre and online with live sessions.

Q3. How long is the course?

A: 6 months in total.
5 months learning + 1 month training

Q4. Will I get a job after this course?

A: Yes, we do provide 100% job guarantee*

Q5. Is the internship real work or just observation?

A: Real work live campaigns, actual client projects, and real ad accounts.

Q6. What AI tools will I learn?

A: AI tools for content, ad creatives, SEO, video scripting, and automation included free with enrollment.

Q7. How is this different from other courses?

A: We focus on delivering real industry exposure through experienced faculty and practical, hands-on learning that goes beyond typical course structures.

DIGiHANDLER
ACADEMY

Certification



 **Digihandler Academy** **Certificate**



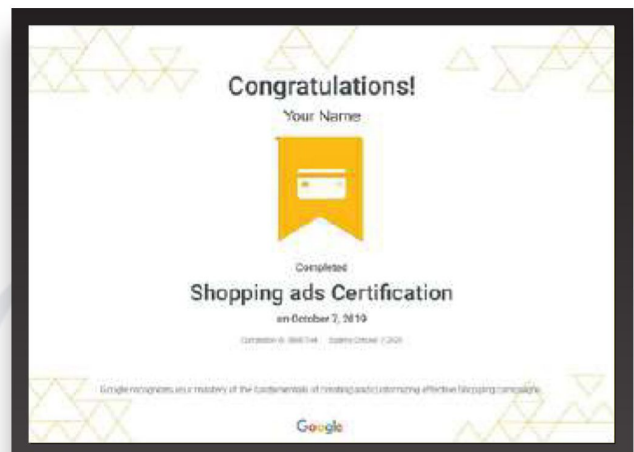
DIGIHANDLER ACADEMY

Hubspot Certifications



DIGIHANDLER ACADEMY

Google **Certifications**



DIGIHANDLER ACADEMY



Meta **Certifications**



Internship & Placements



Naina Sharma
(Lenskart)



Preya Shah
(KMK Ventures Pvt Ltd)



Arushi Dwivedi
(VINC)



Kartik Juneja
(Creative Agency)



Vansh Surana
(Genus)



Mahek Chapatwala
(Sandhu Finserv)

...plus Build Careers for 100+ Students
and empowered them to earn their first \$100 Online!

TESTIMONIALS

Mahek (Student) Rohtak

Honestly, before joining DigiHandler, I knew nothing about digital marketing. I wanted a skill to get a good job. The teaching was simple and practical, which boosted my confidence. After the course, I got a job with a ₹20,000/month salary. Great support and doubt-solving. Perfect for beginners starting from scratch.



Vansh (Student) Rohtak

I joined DigiHandler to learn practical, real-world skills. Along with concepts, I got internship experience on real projects. Learned performance marketing, AI video creation, and graphic designing in a simple, practical way. Great support and placement guidance boosted my confidence. Best for building real skills and experience.



Arushi (Student) Rohtak

I wanted to do something productive with college but lacked direction. Then I found DigiHandler's 6-month course with internship. Learned SEO, digital marketing, web design, video editing, graphics, and AI tools in a simple, practical way. The internship gave real experience and boosted my confidence. Great choice for students to build skills alongside college.



Kartik (Student) Rohtak

I joined DigiHandler to grow my YouTube channel as I wasn't getting results earlier. Learned content strategy, video editing, and AI tools, which improved my content and boosted growth. Now I've gained subscribers and even started earning from my channel. Simple, practical teaching makes it easy to apply. Great for YouTube growth.



DIGIHANDLER ACADEMY

Career Support & Hiring Assistance



And many more...

DIGIHANDLER
ACADEMY

3 DAYS FREE DEMO CLASS

ENROLL WITH TOP DEMANDING COURSES

☎ 9991 729 730



📍 1st floor, 252, Subhash Nagar, Opp Subash Park, Rohtak, Haryana

☎ +91 9991 729 730 ✉ support@digihandleracademy.com 🌐 digihandleracademy.com