



DEEP INFOTECH

SOFTWARE DEVELOPMENT | WEBSITE DESIGNING | WEB HOSTING | SOFTWARE TRAINING



Contact us

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Make a Quick Enquiry

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Learn.

Create.

Innovate.

“Knowledge is the new oil, and design is the fuel that drives user experience.”

At Deep Infotech, our mission is not just to educate, but to equip students with the creativity, confidence, and career-ready skills needed to thrive as professional designers.

Visit us at: www.deepinfotech.co.in

About us

Deep Infotech – Bridging Talent with Technology

In today's rapidly changing tech landscape, skills are the new currency. At Deep Infotech, we're committed to equipping the next generation of IT professionals with cutting-edge skills, industry exposure, and a mindset to succeed — not just academically, but professionally and practically. Founded in Lucknow by a team of passionate IT experts, Deep Infotech is driven by one mission: To eliminate the gap between academic learning and the real demands of the IT industry.

Who We Are

Deep Infotech is a Lucknow-based IT training institute established by industry professionals with a vision to deliver quality, industry-relevant education. Since our inception, we have trained over 50,000 students and professionals through our classroom programs and online platforms.

We are proud to be one of the leading training providers in emerging technologies, including:

- ▶ Data Science & Machine Learning
- ▶ Python with AI
- ▶ Data Analytics & Power BI
- ▶ UI/UX Design & Web Development
- ▶ Digital Marketing & SEO
- ▶ Full Stack Development (MERN Stack)
- ▶ Java, SQL, and many more

What Makes Deep Infotech Different?

We don't just teach technologies — we prepare you for the real-world IT environment.

Industry-Aligned Curriculum

Our course content is continuously updated to reflect the latest tools, trends, and technologies in the industry.

Live Project-Based Training

Every student works on dedicated live projects aligned with their career goals, gaining hands-on experience in solving real-world challenges.

Soft Skills & Workplace Etiquette

We train you not only in technical skills but also in communication, work ethics, team collaboration, and other professional traits that make you truly job-ready.

Mentorship by Industry Experts

All our trainers come with real-time industry experience, ensuring that students get practical insights and guidance.

Career Assistance & Placement Support

We support our students until they get placed by offering interview preparation, resume building, and direct referrals to hiring partners.

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COURSE CONTENT

DIGITAL MARKETING TRAINING

7 WEEK PROGRAM

Internship | Hands-on Projects | Certification | Placement Assistance

Introduction to Digital Marketing

- Overview of Digital Marketing
- Elements & Landscape
- Digital Brand Auditing
- Target Audience

Different types of Marketing Funnels

- Tofu
- Mofu
- Bofu
- Setting up your First Funnel

Designing Skills

- Design Thinking
- Types of Design Format for Different Platforms
- Design using Canva
- Logo making for Brands

Blogging & Bloggers

- Relevancy of Blogging
- How to Work on Blogger.com

Website Development

- Understanding of Domain Names
- Purchase Web Hosting
- Tools, Themes & Plugin for Use & more
- Setting Tracking Codes for your website.

Mobile Optimization

- Web Optimization for Mobile
- Importance of Optimization

Search Engine Optimization

- Why SEO?
- Google Algorithm & how to avoid penalties
- Black Hat Vs White Hat Vs Grey Hat Seo
- On-Page Optimization (Meta Tags, Headers Tag, Image Tags & more)
- Off-Page Optimization (Quora, YouTube, Blogs, & more)

Google My Business Setup

- Analysis of GMB Account
- Setting up Local & International GMS
- SEO of GMB Area wise
- Managing Ratings & Reputation

Social Media Marketing

- Facebook • X • Instagram • YouTube

Strategy Building

- Who is your customer?
- Where is your customer?
- What are your goals?
- When will you communicate?
- What Differentiates you?
- How will you execute?

Organic

- Setting up a Social Media Account
- Practices to follow on page
- Types of content on each platform
- Do's & Don'ts of Posting
- Profile Vs Page Vs Groups
- Content Strategy – Videos / Reels / Post

Inorganic

- Setting up a marketing plan for Paid Marketing
- Importance of Ad Panel
- Set-Up of an advertisement
- Choosing the right campaign objective account
- Choosing the right campaign objective
- Setting Campaign Budgets & Bids
- Ads Placement & their importance
- Designing Social Media Ads

Google AdWords

- Importance & Ads Key Terms
- Keyword Research
- Set Up your first Google AdWords Campaign
- Search Ads, Display Ads, Shopping Ads
- Re-Marketing Ads Techniques
- Set Objectives of Campaigns
- Review of Campaigns

Google Analytics

- Setting up a Google Analytics Account
- Placing the tracking code on the Site
- Setting up conversion tracking goals & events
- Reading GA Data

Influencer Marketing

- Engagement of users in Social Media Platforms
- Choosing the right influencer for your brand
- Micro Vs Macro Influencers
- Launch your 1st Influencer Marketing Campaign



DEEP PRAKASH

Founder & Director -

Deep Infotech, Lucknow

M.Tech (Computer Science), MCA

Experience:

**15+ Years in IT Training, Software Development
& EdTech Leadership**

PROFILE SUMMARY:

Deep Prakash is a visionary educator and tech entrepreneur with over 15 years of extensive experience in the IT industry and technical education. HProfile Summary:

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He is the Founder and Director of Deep Infotech, a premier training institute based in Lucknow, dedicated to skill development, employment readiness, and digital empowerment. Under his leadership, the institute has trained thousands of students and professionals across domains like Web Development, UI/UX, Data Science, Digital Marketing, Python Programming, and more.

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KEY EXPERTISE:

Technical Training & Curriculum Design
Software Development (Full Stack, Python, Web Apps)
Academic Mentoring & Career Counseling
EdTech Strategy & Skill Development Initiatives
Corporate & Industrial Project Implementation

Offline/ Online Traning Mode

Freedom of taking an offline class at our centre or an online class from the comfort of your home. Class recordings will be given after every session. Revise all content at anytime



100% Placement Assistance

Sending Resumes to most polpular reputed companies and conducting On-Campus Placement drives. Our team is constantly working to help our student get the best result possible

prepare yourself for higher salary



Learn From Anywhere Anytime



Live Classes

Online Interactive



Leadership

Talks with experts



Lifetime

Access to study material

UI/UX

Full Stack

**Web
Development**

**Digital
Marketing**

WHAT OUR STUDENTS HAVE TO SAY

Python with Data Science Course

"I had a fantastic learning experience with Deep Infotech's Python and Data Science course. The syllabus covered everything from basic Python programming to machine learning, data analysis, and visualization tools like Pandas, NumPy, and Matplotlib. The trainers were extremely knowledgeable and always willing to help. Special thanks to Deep Prakash Sir for his clear explanations and real-world examples that made even tough concepts easier to understand. Weekly assignments, live projects, and consistent feedback kept us on track. I feel industry-ready and confident to apply for data-related roles now. Deep Infotech is the best place to start your career in tech."

– Shubham Yadav

Full Stack Web Development Course

"Deep Infotech has completely transformed the way I look at web development. I joined their Full Stack Development course with a basic understanding of HTML and CSS. Over the next few months, I mastered JavaScript, React.js, Node.js, and MongoDB. Special thanks to Deep Prakash Sir, who made the learning process smooth and engaging. He always encouraged us to solve problems independently, which helped us build strong problem-solving skills. The real-time projects and interactive sessions felt like working in a professional development team. I've already built my portfolio and started freelance work. This course was a turning point for me."

– Neha Srivastava

UI/UX Design Course

"I was interested in design but had no clear roadmap until I joined the UI/UX course at Deep Infotech. Under the mentorship of Deep Prakash Sir, I not only learned design tools like Figma and Adobe XD but also got a deep understanding of design thinking, user research, and prototyping. His way of connecting every lesson to real-life UX problems made the course insightful and practical. The classroom sessions felt like workshops, with lots of feedback and creativity flowing. I created a complete case study for my portfolio and now feel confident to apply for UX internships. Truly a game-changing experience."

– Ritika Verma

Artificial Intelligence & Machine Learning Course

"Taking the AI & ML course at Deep Infotech was the best decision for my technical career. I was initially intimidated by topics like neural networks and model tuning, but Deep Prakash Sir explained everything with such clarity and patience. We built multiple projects, including a recommendation system and a predictive analytics model, which boosted both our confidence and our resumes. His teaching style made complex algorithms easier to digest, and we had plenty of opportunities to ask questions. Deep Infotech not only teaches you tech but also prepares you for the real-world industry environment."

– Aman Gupta