DevOpsSchool

Course curriculum · November 2026

LEVEL 04 OF 04 · ADVANCED

Searh Engine Marketing Sem Advanced Training

Scale paid search programmes with first-party data, privacy-safe measurement, profit-based bidding and governed multi-account structures.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **5 days · Days 1-5**	SELF-PACED VIDEO **1-year LMS access**
BATCH SIZE **Max 10 learners**	NEXT BATCHES **1st of every month · weekends: first Saturday**	CERTIFICATE **Verifiable certificate of completion**

Foundation	Essential	Intermediate	Advanced
1 day · Included	2 days · Included	3 days · Included	5 days · This curriculum

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	46 topics · Foundation to Advanced
Hands-on labs	4 labs
Formats and fees	Live, 1:1, self-paced, corporate
Trainer and reviews	Rajesh Kumar
Enrolment	Batches, payment, contacts

WHY DEVOPSSCHOOL

- Rated 4.6 on Google
- 1,500+ verifiable certificates issued in the public registry
- Trainer Rajesh Kumar: 20 years in industry
- Small batches: max 10 learners, every session recorded

Course page: www.devopsschool.com/courses/sem/searh-engine-marketing-sem-advance-training.html
Talk to us: WhatsApp +91 99057 40781 · +1 (469) 756-6329 · contact@DevOpsSchool.com · reply within 1 hour

OUTCOMES

What you will achieve

By the end of the Searh Engine Marketing Sem course path, you will be able to:

1

Launch effective search campaigns

Structure Google Ads and Microsoft Advertising accounts with focused keywords, strong ads and useful assets.

2

Measure real business results

Track conversions, values and offline outcomes accurately and report them in GA4 and Looker Studio.

3

Scale with automation

Use Smart Bidding, Performance Max, experiments and scripts to grow results while keeping control of spend.

WHAT THE ADVANCED LEVEL ADDS

Measurement, scale and account governance

Hands-on: Build a privacy-safe measurement stack. Configure Consent Mode v2, enhanced conversions for leads and an offline conversion upload, then switch a campaign to value-based bidding.

WHO SHOULD ATTEND

- Experienced Searh Engine Marketing Sem practitioners responsible for quality, security and scale.
- Senior engineers, architects and leads who design and troubleshoot Searh Engine Marketing Sem solutions.
- Teams making Searh Engine Marketing Sem an organisation-wide standard.

BEFORE YOU START

- The Intermediate level, or equivalent hands-on experience.
- You can already: Run Performance Max, Shopping, Display and YouTube campaigns with Smart Bidding, audiences and controlled experiments.
- Basic computer skills and a laptop with a stable internet connection for the live sessions and labs.
- This curriculum includes every earlier level, so it is complete on its own.

AGENDA · FOUNDATION TO ADVANCED

Searh Engine Marketing Sem Advanced Training agenda

46 topics. Each level builds on the one before it, so this curriculum lists every earlier level in full. Days are for corporate (day-wise) delivery; live online batches cover the same agenda in max 8-10 hours.

DAY 1 — Foundation: Paid search concepts and first campaign

Included from Foundation

1. What SEM is: paid search versus SEO, the search results page and where text ads appear
2. The ad auction: Ad Rank, bids, ad quality, ad assets and how the actual cost per click is set
3. Search ad platforms: Google Ads and Microsoft Advertising and how their networks differ
4. Account structure: account, campaigns, ad groups, keywords, ads and assets
5. Account setup: creating a Google Ads account, billing, time zone, currency and user access levels
6. Campaign types: Search, Performance Max, Display, Video, Demand Gen and Shopping at a glance
7. Keyword match types: broad, phrase and exact match and how close variants are matched
8. Responsive search ads: headlines, descriptions, pinning, display paths and ad strength
9. Core metrics: impressions, clicks, CTR, CPC, conversions, conversion rate and cost per acquisition
10. Goals and budgets: choosing a campaign goal, daily budget behaviour and a first media plan
11. First Search campaign: build two tightly themed ad groups and launch with conservative budgets

DAY 2 — Essential: Keywords, Quality Score, assets and tracking

Included from Essential

12. Keyword research: Keyword Planner search volume, competition, bid ranges and forecasts
13. Negative keywords: account-level lists, campaign and ad group negatives and the search terms report
14. Ad group design: single-theme ad groups, keyword-to-ad relevance and landing page alignment
15. Assets: sitelinks, callouts, structured snippets, call, image, price and lead form assets
16. Landing pages: relevance, speed, mobile usability and message match with the ad
17. Quality Score: expected CTR, ad relevance and landing page experience and how to lift each
18. Bidding basics: manual CPC, Maximise Clicks, Maximise Conversions and Target CPA
19. Targeting controls: locations, languages, ad schedule and device bid adjustments
20. Conversion tracking: the Google tag, Google Tag Manager, conversion actions and enhanced conversions
21. GA4 integration: linking Google Ads and GA4, importing key events and reading paid traffic reports
22. Microsoft Advertising: importing Google Ads campaigns and adjusting for platform differences

DAY 3 — Intermediate: Automation, audiences and campaign types

Included from Intermediate

23. Performance Max: asset groups, audience signals, listing groups, brand exclusions and search themes
24. Shopping campaigns: Google Merchant Center, product feeds, feed rules and diagnostics
25. Display and Demand Gen: responsive display ads, placements, audiences and creative testing
26. YouTube ads: in-stream, in-feed and Shorts formats, bidding options and view metrics
27. Audiences: remarketing lists, Customer Match, in-market, affinity and custom segments
28. Smart Bidding: Target ROAS, portfolio strategies, seasonality adjustments and bid strategy reports
29. Experiments: campaign experiments, ad variations and reading results with confidence intervals
30. Google Ads Editor: bulk changes, CSV imports, offline edits and posting safely

31. Automated rules and Google Ads scripts: budget alerts, broken URL checks and routine reports
32. Reporting: custom columns, segments, Report Editor and Looker Studio dashboards
33. Policy troubleshooting: disapprovals, limited ads, advertiser verification and appeals
34. Local and lead generation: call ads, location assets and lead form follow-up processes

DAYS 4-5 **Advanced: Measurement, scale and account governance** — New at this level

35. Manager accounts (MCC): multi-account structure, naming conventions and shared libraries
36. Attribution: data-driven attribution, conversion windows and comparing models across channels
37. Offline conversion import: GCLID capture, CRM uploads and enhanced conversions for leads
38. Consent Mode v2: consent banners, tag behaviour without consent and modelled conversions
39. Server-side tagging: Google Tag Manager server containers and first-party data collection
40. Profit-based bidding: conversion values, value rules and margin-aware ROAS targets
41. Budget planning: Performance Planner, forecasting, pacing and reallocation between campaigns
42. Competitive analysis: Auction Insights, impression share and impression share lost to budget or rank
43. Data at scale: Google Ads API, BigQuery Data Transfer and automated anomaly checks
44. International campaigns: language and country structure, feeds, currencies and time zones
45. Governance: change history, access reviews, account audits and client reporting cadence
46. Capstone: plan, launch and optimise a full-funnel paid search programme against a ROAS target

PRACTICE

Hands-on labs

You build these yourself during the course, guided by the trainer.

FOUNDATION **Launch a first Search campaign**
Set up a Google Ads account and build a Search campaign with two ad groups, phrase and exact keywords and responsive search ads ready for review.

ESSENTIAL **Make a campaign measurable**
Add negative keyword lists, sitelink and callout assets and conversion tracking through Google Tag Manager, then verify conversions arrive in Google Ads and GA4.

INTERMEDIATE **Test Smart Bidding with an experiment**
Create a campaign experiment that compares Maximise Conversions with Target CPA, add remarketing audiences and report the result in a Looker Studio dashboard.

ADVANCED **Build a privacy-safe measurement stack**
Configure Consent Mode v2, enhanced conversions for leads and an offline conversion upload, then switch a campaign to value-based bidding.

HOW YOU CAN LEARN

Formats and fees

The same agenda in four formats. Fees are in Indian rupees as of November 2026; the course page shows them in your currency.

FORMAT	DURATION	WHAT YOU GET	FEE
Live & interactive (online)	Max 8-10 hours	Instructor-led public batch of max 10 learners with demos, labs, Q&A and assignment review. Weekday batches start on the 1st of every month, weekend batches on the first Saturday of every month.	**INR 34,999**
1:1 live training (online)	Max 8-10 hours, one-to-one	The same agenda, taught one-to-one by the trainer. Starts immediately, without waiting for the next batch; sessions planned around your working hours, at your pace.	**INR 99,999**
Self-paced video	1-year LMS access	All four Searh Engine Marketing Sem levels, plus 20+ more courses and 50+ tools, at your own pace.	**INR 833/month** billed yearly at INR 9,996
Corporate (day-wise)	5 days for this level	A private batch for your team, on demand. Foundation 1 day, Essential 2, Intermediate 3, Advanced 5 (cumulative).	**Quote on request**

ASSESSMENT AND CERTIFICATE

Your progress is checked through hands-on labs and assignments at every level. On completion you receive a DevOpsSchool certificate of completion with a unique credential ID that anyone can verify at devopsschool.com/certificates.

INCLUDED WITH EVERY LIVE BATCH

- Every live session is recorded and stays in your LMS for a year.
- Can't attend your batch? Move to next month's batch.
- Free demo class before you pay.
- Free 10-15 minute call with an advisor or the trainer to check the course fits you.

YOUR TRAINER

Learn from Rajesh Kumar

Principal Architect, trainer and mentor in DevOps, SRE, DevSecOps and platform engineering, with 20 years across 8+ software MNCs, including Staff DevOps/SRE Engineer for a leading Japanese mobile-payment platform and Principal DevOps Architect and Manager in Europe.

Profile: www.rajeshkumar.xyz · Videos: youtube.com/@TheDevOpsSchool

20 years in industry	**200+** corporate trainings
10,000+ engineers mentored	**70+** organisations coached

REVIEWS

What learners say

Rated 4.6 on Google · more reviews at devopsschool.com/testimonials and in our video testimonials.

> “Rajesh is very good trainer. Rajesh was able to resolve our queries and question effectively. We really liked the hands-on examples covered during this training program.”
>
> Indrayani, India

> “The training was very useful and interactive. Rajesh helped develop the confidence of all.”
>
> Abhinav Gupta, Pune

START YOUR SEARH ENGINE MARKETING SEM TRAINING

Join the next batch

Weekday batches start on the 1st of every month and weekend batches on the first Saturday of every month, with max 10 learners each. 1:1 training can start immediately; corporate batches run on demand. We reply within 1 hour.

Pay by UPI, credit and debit cards, net banking or PayPal. Before you pay, read our refund policy. All levels of this course: www.devopsschool.com/courses/sem/

ENROL OR RESERVE A SEAT
Searh Engine Marketing Sem Advanced Training

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