DevOpsSchool

Course curriculum · November 2026

LEVEL 01 OF 04 · FOUNDATION

Search Engine Marketing (SEM) Foundation Training

Explain how digital and search marketing work and set up the ad accounts, goals and metrics a campaign needs.

LIVE ONLINE **Max 8-10 hours**	CORPORATE (DAY-WISE) **1 day · Day 1**	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 · This curriculum	2 days · Next step	3 days · Later	5 days · Later

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	10 topics · Foundation
Hands-on labs	1 lab
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/sem-foundation-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 Search Engine Marketing (SEM) course path, you will be able to:

1

Plan multi-channel campaigns

Choose platforms, objectives and budgets across Google, LinkedIn and Meta for each stage of the funnel.

2

Optimise for conversions

Improve keywords, Quality Score and landing pages and prove campaign value with accurate conversion tracking.

3

Build organic visibility

Apply on-page and off-page SEO so search traffic grows alongside paid campaigns.

WHAT THE FOUNDATION LEVEL ADDS

Digital marketing and SEM fundamentals

Hands-on: Draft a digital media plan. Set up Google Ads, Meta and LinkedIn ad accounts and draft a one-page media plan with goals, funnel stages, budgets and target metrics for one product.

WHO SHOULD ATTEND

- Beginners and working professionals who are new to Search Engine Marketing (SEM) and want a solid, hands-on start.
- Engineers, analysts, testers and students preparing to use Search Engine Marketing (SEM) on real work.
- Leads and managers who want first-hand familiarity with Search Engine Marketing (SEM).

BEFORE YOU START

- No prior Search Engine Marketing (SEM) experience is needed.
- 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

Search Engine Marketing (SEM) Foundation Training agenda

10 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: Digital marketing and SEM fundamentals

New at this level

1. Introduction: what Search Engine Marketing covers and how paid search, paid social and SEO fit together
2. Digital media vs traditional media: reach, targeting, cost control and measurability
3. Benefits of digital marketing: value for local businesses, e-commerce brands and B2B companies
4. Digital media marketing platforms: search, social, display, video, email and marketplaces
5. How search ads work: the auction, keywords, bids, ad quality and cost per click
6. The marketing funnel: awareness, consideration and conversion stages and matching objectives
7. Key metrics: impressions, reach, CTR, CPC, CPM, conversion rate, CPA and ROAS
8. Goals and budgets: SMART goals, daily budgets and a simple monthly media plan
9. Account setup: Google Ads, Meta Business Suite and LinkedIn Campaign Manager with correct access
10. Landing page basics: message match, a clear call to action, mobile speed and tracking readiness

PRACTICE

Hands-on labs

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

FOUNDATION

Draft a digital media plan

Set up Google Ads, Meta and LinkedIn ad accounts and draft a one-page media plan with goals, funnel stages, budgets and target metrics for one product.

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 Search 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)	1 day 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 SEARCH 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
Search Engine Marketing (SEM) Foundation Training

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Next step after this level: Search Engine Marketing (SEM) Essential Training - Create targeted Google Ads, LinkedIn and Facebook campaigns that match each funnel objective and audience.