DevOpsSchool

Course curriculum · November 2026

LEVEL 04 OF 04 · ADVANCED

Advance Search Engine Optimization (SEO)

Build authority with local listings and quality backlinks, make pages fast, defend against negative SEO and run supporting paid campaigns.

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	55 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/seo/advance-search-engine-optimization-course.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 Optimization (SEO) course path, you will be able to:

1

Plan and research SEO

Run SEO projects from client goals through competitor and keyword research.

2

Optimise and measure pages

Apply technical and on-page SEO and measure results with Search Console and Google Analytics.

3

Grow authority and speed

Build local presence and quality backlinks, speed up sites and defend against negative SEO.

WHAT THE ADVANCED LEVEL ADDS

Off-page SEO, links, speed, negative SEO and ads

Hands-on: Capstone: authority and speed sprint. Optimise the case-study Google Business Profile, earn and verify new backlinks, raise PageSpeed scores with CDN and caching, and audit the link profile for attacks.

WHO SHOULD ATTEND

- Experienced Search Engine Optimization (SEO) practitioners responsible for quality, security and scale.
- Senior engineers, architects and leads who design and troubleshoot Search Engine Optimization (SEO) solutions.
- Teams making Search Engine Optimization (SEO) an organisation-wide standard.

BEFORE YOU START

- The Intermediate level, or equivalent hands-on experience.
- You can already: Optimise pages technically and editorially, add schema, fix duplicates and analyse audience and acquisition data in Google Analytics.
- 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

Advance Search Engine Optimization (SEO) agenda

55 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: Search basics, project planning, content and site setup

Included from Foundation

1. SEO overview: how search engines work through crawling, indexing and ranking, ranking factors and why SEO is important
2. SEO and business: impact on leads and revenue, introduction to the Google and Bing algorithms, running case study
3. Starting an SEO project: planning and preparation, business information to collect, where to store it and questions to ask
4. Client goals and site health: target audience, website goals and a first list of target keywords
5. Website content is king: why content matters, what content Google wants, right and reputable content
6. Content for readers: text, images, video, external links and internal links that serve users
7. Content development plan: writing target-keyword content, writing tools and resources, image and video creation tools
8. Designing with SEO in mind: design inspiration, do you deserve page 1, existing theme or your own design
9. Demo site workflow: setting up a demo site, keeping it out of Google while you work, launch, design updates, client feedback
10. Domain strategy: domain buying, old versus new domains, subdomain versus subfolder, canonical domains and site structure
11. Hosting and site files: hosting choice, webmaster access, the .htaccess file, robots.txt, site theme and structure
12. Official brand handles: social, blog, local search engine, discussion forum, Q&A and review website profiles
13. Browser automation for SEO checks: basic Selenium commands to load pages and verify rendered titles and links

DAY 2 Essential: Webmaster tools, audits, competitors and keywords

Included from Essential

14. Registering webmaster tools: Google Search Console (formerly Webmaster Tools), Bing Webmaster Tools and Google Analytics
15. SEO audit and current rankings: understanding website health, maintaining website and social rankings, 404 lists
16. Retired rank metrics: Alexa rankings and claiming a site in Alexa (retired 2022), toolbar PageRank and what to track today
17. Competition analysis: introduction, how and why to find top online competitors and doing competitor research the right way
18. Competitor keywords: researching them, their top ranking and top organic keywords and keywords of a specific landing page
19. Competition analysis tools: list of tools and how to use them on a real competitor set
20. Keyword research for your website: objectives and difficulty, modifiers, extenders, mix and merge, related terms
21. Keyword planner tools: Google AdWords, now Google Ads Keyword Planner, Bing keywords and research with each
22. Keyword validation: Google Trends checks and four tools that convert broad keywords into topic suggestions
23. Long-tail keywords: why they convert better and how a newer website can outrank an established one
24. Your own and local keywords: keywords you already rank for, top ranking keywords of your site and local keyword tools

25. Final keyword selection: traffic you really need, how easily you can rank, proper research and the 5-step process
26. Website indexing: create a sitemap and add the site, its sitemap and the www version to Google Search Console
27. Bing and Yandex submission: adding your website and sitemap to Bing Webmaster Tools and Yandex Webmaster

DAY 3 — Intermediate: On-page technical SEO, schema and Google Analytics

Included from Intermediate

28. Technical on-page factors: why they matter, meta description, H tags for UX and brand, HTTPS, URL length and file size
29. Domain SEO visibility: keyword in domain name, search volume of the name, ratio of home pages and .com domains
30. SEO myths and retired signals: meta data myths, Flash content, Google Authorship and author stats
31. Canonicals and duplicates: canonical tags, setting a preferred URL, duplicate content and images, XML sitemaps
32. Schema and rich snippets: what schema is, testing it, local business markup and structured data code examples
33. Content and title optimisation: keyword optimisation, reading level, title tags, headings, URL mistakes and CTR tactics
34. Image and video SEO: geotagging images and local business videos, extra image information, ranking in Google Images
35. On-page audit and speed: auditing your site and competitors, speed factors and tests, hosting impact, mobile-friendly checks
36. Linking finishing touches: internal linking, interlinking pages, outgoing links, social share buttons, resources and feedback
37. Google Analytics setup, GA4 today: use cases, features, account, tracking code, static sites via Dreamweaver or Brackets, WordPress
38. Analytics dashboard and admin: date ranges, properties, users, AdSense vs AdWords, bot filtering, search queries, goals
39. Audience behaviour: hypotheses, active users, cohorts, user explorer, segments, geo, devices, benchmarking and user flow
40. User acquisition: channels, sources, mediums, organic vs direct, dark social, ghost spam RegEx, Search Console and social
41. Analytics reports: custom report bundles, sidebar sections, nomenclature, on-page analytics, email reports, exports and charts

DAYS 4-5 — Advanced: Off-page SEO, links, speed, negative SEO and ads

New at this level

42. Off-page optimisation: blog, article, video, slide, PDF and social bookmarking submissions and listings, quality backlinks
43. Local search engines: why LSE matters, country-wise lists, what and how to list and local business submissions
44. Google Business Profile, formerly Google My Business: optimising and ranking the listing and the importance of Google reviews
45. Backlink fundamentals: importance today, terminology, link count, referring domains, brand vs keyword anchors, news links, link age
46. Earning quality backlinks: competitor backlinks, influencer links, modelled content, infographics, SlideShare and guest posts
47. Link campaigns: six ways to maximise links, the retired Google+ tactic, content distribution and a demystified backlinks case study
48. Link building techniques: vocabulary, bad and different links, link verification, internal and external backlinks

49. Page speed groundwork: why speed wins, speed tools, fail-safe backups, slow hosting providers to avoid, measuring first
50. CDN and images: introduction to CDN, compressing WordPress images, free image and full-site CDNs, Cloudflare tuning
51. PageSpeed techniques: myths, the global PageSpeed technique and its setup, which to follow, indexes, techniques 1 and 2.0
52. Speed optimisation: server response, cache plugin, HTML, CSS and JS minification, render-blocking fixes, mobile images, retest
53. Black hat and negative SEO: common methods, real examples, what is and is not an attack and five backlink analysis tools
54. Negative SEO defence: first line of defence, protecting your best backlinks and listing the worst ones for disavow
55. Online advertising: business model, ad platforms, Google Ads, Meta, Instagram, X and LinkedIn ads, smart pricing, topic research, campaigns

PRACTICE

Hands-on labs

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

FOUNDATION

Kick off a client SEO project

Collect business goals and audience data for a case-study site, set up a noindexed demo site with a clean domain and folder structure, and create its brand profiles.

ESSENTIAL

Competitor-led keyword map

Register the case-study site in Search Console and Bing, audit its health, extract competitor keywords and produce a validated, prioritised keyword map.

INTERMEDIATE

Optimise and measure five pages

Rewrite titles, headings and content for five priority pages, add local business schema and canonicals, then measure organic acquisition changes in Google Analytics.

ADVANCED

Capstone: authority and speed sprint

Optimise the case-study Google Business Profile, earn and verify new backlinks, raise PageSpeed scores with CDN and caching, and audit the link profile for attacks.

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 Optimization (SEO) 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 SEARCH ENGINE OPTIMIZATION (SEO) 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/seo/

ENROL OR RESERVE A SEAT
Advance Search Engine Optimization (SEO)

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