DevOpsSchool

Course curriculum · November 2026

LEVEL 02 OF 04 · ESSENTIAL

Essential Search Engine Optimization (SEO)

Plan content Google rewards, research competitors and keywords with the right tools, and audit rankings to choose final target keywords.

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

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	26 topics · Foundation to Essential
Hands-on labs	2 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/essential-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

Set up SEO foundations

Plan projects and configure domains, hosting, profiles, webmaster tools and indexing.

2

Research and optimise content

Choose keywords from competitor research and optimise pages, schema and analytics.

3

Build authority and speed

Earn local visibility and backlinks, optimise page speed and defend against negative SEO.

WHAT THE ESSENTIAL LEVEL ADDS

Content, competitor research and keyword strategy

Hands-on: Content plan from competitor keywords. Audit the case-study site, analyse three competitors with keyword tools, select final long-tail targets and draft a content plan with supporting media.

WHO SHOULD ATTEND

- Learners who know the basics of Search Engine Optimization (SEO) and want to use it confidently every day.
- Professionals taking over Search Engine Optimization (SEO) work on a live project.
- Teams agreeing on a common way of working with Search Engine Optimization (SEO).

BEFORE YOU START

- The Foundation level, or equivalent hands-on experience.
- You can already: Explain how search engines rank sites, kick off an SEO project and set up domain, hosting, brand profiles, webmaster tools and indexing correctly.
- 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 ESSENTIAL

Essential Search Engine Optimization (SEO) agenda

26 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 kick-off and site foundations

Included from Foundation

1. SEO overview: how search engines work, ranking factors, why SEO is important and its impact on business
2. Search algorithms: introduction to the Google and Bing algorithms and how updates move rankings, running case study
3. SEO project kick-off: planning and preparation, business information to collect and store, questions to ask the client
4. Client goals and site health: knowing the target audience, website goals and listing target keywords
5. Website design with SEO in mind: design inspiration, deserving page 1, existing theme versus your own design
6. Demo site and launch: building a demo site, asking Google not to index it, launch, design updates and client feedback
7. Domain strategy: introduction, domain buying, old versus new domains, subdomain versus subfolder, canonical domains
8. Hosting and configuration: hosting, webmaster access, the .htaccess file, robots.txt, site theme and site structure
9. Official handles of the website: social, blog, local search engine, discussion forum, Q&A and review websites
10. Register a website to webmaster tools: Google Analytics, Google Webmasters Tool now Search Console, Bing Webmaster Tool
11. Website indexing by search engines: creating a sitemap, adding the site, sitemap and www version in Search Console
12. Other engines: adding website and sitemap to Bing and Yandex, claiming a site in Alexa before its 2022 retirement

DAY 2 Essential: Content, competitor research and keyword strategy

New at this level

13. Website content is king: importance of content in overall SEO, what content Google wants, right and reputable content
14. Content for readers: text, images, video, external links and internal links written for users
15. Content development plan: best practices for target-keyword content and content writing tools and resources
16. Creating media: tools for high-ranking writing and tools for creating images and videos
17. Selenium basics for SEO QA: basic commands to load pages and check rendered titles, headings and links
18. SEO audit and current rankings: website health, maintaining website, social, Alexa and Google PageRank rankings, 404 lists
19. Competitors and analysing: introduction, finding top online competitors, competition analysis tools and how to use them
20. Competitor keyword research: the right way to research, their top and organic keywords, keywords of a specific landing page
21. Keyword research fundamentals: objectives and difficulty, modifiers, extenders, mix and merge
22. Keyword tools: list of keyword planner tools, working with Google AdWords and Bing keywords for research
23. Keyword discovery: validating with Google Trends, four tools turning broad keywords into topics, related SEO terms
24. Long tail and new sites: why long-tail keywords convert better and how a newer site can outrank an established one
25. Your ranking keywords: keywords you already rank for, top ranking keywords of your site and tools for local keywords

26. Final keyword decisions: traffic you really need, how easily you can rank, proper research and the 5-step process

PRACTICE

Hands-on labs

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

FOUNDATION

Launch-ready site foundations

Plan a case-study project with the client brief, configure domain, hosting, robots.txt and .htaccess, create brand profiles and get the site indexed in Google and Bing.

ESSENTIAL

Content plan from competitor keywords

Audit the case-study site, analyse three competitors with keyword tools, select final long-tail targets and draft a content plan with supporting media.

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)	2 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
Essential Search Engine Optimization (SEO)

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Next step after this level: Search Engine Optimization Seo Intermediate Training - Fix technical on-page factors, add schema and better titles, run an on-page audit and read audience and acquisition data in Google Analytics.