DevOpsSchool

Course curriculum · November 2026

LEVEL 03 OF 04 · INTERMEDIATE

Search Engine Optimization (SEO)

Optimise pages, schema and technical factors and use GA4 reports to understand audiences, acquisition and results.

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

INSIDE THIS CURRICULUM

What you will achieve	Outcomes and level focus
Who should attend	Audience and prerequisites
Agenda	41 topics · Foundation to Intermediate
Hands-on labs	3 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/intermediate-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

Run end-to-end SEO projects

Plan, audit and execute SEO for a website from domain strategy and keywords to content and reporting.

2

Rank with on-page excellence

Optimise content, schema, technical factors and page speed so pages earn and keep top positions.

3

Grow authority safely

Build quality backlinks and local visibility while protecting the site from negative SEO.

WHAT THE INTERMEDIATE LEVEL ADDS

On-page, technical SEO and analytics analysis

Hands-on: On-page and schema optimisation sprint. Rewrite titles, headings and URLs for target pages, add LocalBusiness schema, fix canonical issues and build a GA4 acquisition report for organic traffic.

WHO SHOULD ATTEND

- Regular Search Engine Optimization (SEO) users who want to automate, integrate and manage it at a deeper level.
- Specialists who support Search Engine Optimization (SEO) for colleagues or customers.
- Leads preparing Search Engine Optimization (SEO) for wider use across projects.

BEFORE YOU START

- The Essential level, or equivalent hands-on experience.
- You can already: Research and validate keywords, analyse competitors, get pages indexed and track performance in Search Console and GA4.
- 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 INTERMEDIATE

Search Engine Optimization (SEO) agenda

41 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: SEO basics, project planning and site setup

Included from Foundation

1. SEO overview: how search engines work, ranking factors and why SEO is important
2. SEO impact on business: organic leads and revenue; introduction to the Google and Bing algorithms
3. Getting started with an SEO project: planning, business information to collect, where to store it, questions to ask
4. Client goals and site health: knowing the target audience, website goals and listing the 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 help users
7. Content development plan: writing target-keyword content and tools for writing, images and videos
8. Designing with SEO in mind: design inspiration, using a theme or your own design, do you deserve page 1
9. Demo site setup: building a staging site, asking Google not to index it, launch, design updates, client feedback
10. Domain strategy: buying a domain, old vs new domains, subdomain vs subfolder, canonical domains, site structure
11. Hosting and server files: choosing hosting, the .htaccess file, robots.txt, site theme and structure
12. Official handles: social, blog, local search engine (LSE), discussion forum, Q&A and review website profiles
13. Case study and projects: a running SEO project carried through every level of the course

DAY 2 — Essential: Keyword research, competitors, indexing and analytics

Included from Essential

14. Registering with webmaster tools: Google Search Console, Bing Webmaster Tools and the webmaster role
15. SEO audit and keeping current rankings: website health, maintaining website, social and Google rankings, 404 lists
16. Legacy rank metrics: Alexa rank (retired in 2022) and toolbar PageRank, and what to monitor instead
17. Competition analysis: how and why to find top online competitors, competitor research done the right way
18. Competitor keywords: their top organic keywords, keywords of a specific landing page and a list to target
19. Keyword research fundamentals: objectives and difficulty, modifiers, extenders, mix and merge
20. Keyword tools: keyword planner tools, Google Ads Keyword Planner, Bing keywords and competition analysis tools
21. Keyword validation: Google Trends, four tools to turn broad keywords into topics, related SEO terms and keywords
22. Long-tail keywords: why they convert better and how a newer website can outrank an established one
23. Final keyword selection: traffic you really need, ranking ease and the 5-step keyword research process
24. Your own and local keywords: top ranking keywords of your site and tools to find more local keywords
25. Website indexing: create a sitemap, add the site, sitemap and www version to Google Search Console
26. Bing and Yandex: adding your website and sitemap to Bing Webmaster Tools and Yandex Webmaster
27. Google Analytics setup: use cases, features, account, tracking code, static sites (Dreamweaver, Brackets), WordPress

DAY 3 — Intermediate: On-page, technical SEO and analytics analysis

New at this level

28. Technical on-page factors: why they matter, meta description, H tags for UX and brand, HTTPS, URL length, file size

29. Domain SEO visibility: keyword in domain name, search volume of the name, ratio of home pages, .com and other TLDs
30. SEO myths and retired signals: meta data myths, Google Authorship and author stats, Flash content, Google+ tactics
31. Canonical URLs: setting a preferred URL, canonical tags, duplicate content and duplicate images
32. Schema and rich snippets: what schema is, local business markup, code examples and testing structured data
33. Content optimisation: keyword optimisation, reading level and perfectly optimised content every time
34. Title tags and CTR: titles search engines love, CTR tactics, heading tags, copy and URL mistakes to avoid
35. Image SEO: ranking in Google Images, geotagging images and local business videos, extra image information
36. Internal linking and finishing touches: interlinking pages, outgoing links, social share buttons, XML sitemaps
37. SEO audit planning: auditing your site and competitors, mobile-friendly checks and on-page resources
38. Google Analytics dashboard: date ranges, admin, properties, users, AdSense and Ads links, bot filtering, search queries, key events
39. Audience analysis: active users, cohorts, user explorer, demographic and interest segments, geo, devices, benchmarking, user flow
40. User acquisition: channels, sources, mediums, organic vs direct, dark social, ghost spam, RegEx segments, Search Console, social
41. Reports and sharing: custom report bundles, sidebar sections, nomenclature, on-page analytics, scheduled emails, exports, charts

PRACTICE

Hands-on labs

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

FOUNDATION

Plan and set up an SEO project

Collect business information and goals for a real or practice business, pick a domain and site structure, set up a noindexed demo site and draft a content plan.

ESSENTIAL

Build a validated keyword map

Research competitors and keywords with Keyword Planner and Google Trends, select final keywords per page and submit the site and sitemap to Search Console and Bing.

INTERMEDIATE

On-page and schema optimisation sprint

Rewrite titles, headings and URLs for target pages, add LocalBusiness schema, fix canonical issues and build a GA4 acquisition report for organic traffic.

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)	3 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
Search Engine Optimization (SEO)

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Next step after this level: Search Engine Optimization Seo Advanced Training - Earn quality backlinks, rank in local search, speed up the site and defend it against negative SEO.