DevOpsSchool

Course curriculum · November 2026

LEVEL 02 OF 04 · ESSENTIAL

Search Engine Optimization Seo Essential Training

Build a keyword strategy, plan topic clusters and publish pages optimised to match search intent and earn clicks.

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	22 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/search-engine-optimization-seo-essential-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 Optimization Seo course path, you will be able to:

1

Grow organic traffic

Plan keywords, content and on-page work that match search intent and earn more qualified visits.

2

Master technical SEO

Find and fix crawling, indexing, rendering, speed and structured data issues with confidence.

3

Lead SEO programmes

Run migrations, international and enterprise SEO and adapt strategy for AI-powered search.

WHAT THE ESSENTIAL LEVEL ADDS

Keyword strategy, content and on-page work

Hands-on: Topic cluster from research to page. Research and map keywords for one topic, write a content brief, publish an optimised pillar page and link supporting articles to it.

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 Google crawls, indexes and ranks pages and set up the core tools every SEO project depends on.
- 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

Search Engine Optimization Seo Essential Training agenda

22 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: How search works and SEO essentials

Included from Foundation

1. How Google Search works: crawling, rendering, indexing and serving results
2. The modern results page: organic results, featured snippets, People Also Ask, local packs and AI Overviews
3. Google Search Essentials: technical requirements, spam policies and key best practices
4. Search intent: informational, navigational, commercial and transactional queries
5. E-E-A-T: experience, expertise, authoritativeness and trust in helpful, people-first content
6. Keyword basics: seed terms, search volume, difficulty and mapping one primary keyword per page
7. On-page basics: title links, meta descriptions, headings, URLs and image alt text
8. Google Search Console setup: domain property verification, sitemaps and the URL Inspection tool
9. GA4 setup for SEO: organic search traffic, landing page reports and key events
10. CMS SEO: WordPress permalinks with Yoast SEO or Rank Math settings
11. First site check: indexing status, mobile usability, HTTPS and obvious on-page gaps

DAY 2 — Essential: Keyword strategy, content and on-page work

New at this level

12. Keyword research workflow: Search Console queries, Keyword Planner, Ahrefs or Semrush and SERP analysis
13. Keyword mapping: grouping keywords by intent, avoiding cannibalisation and assigning target pages
14. Topic clusters: pillar pages, supporting articles and planned internal links
15. Content briefs: outline, questions to answer, entities, word count from SERP review and sources to cite
16. Writing for search: headings that match intent, scannable layout, original data and expert input
17. On-page optimisation: title and meta rewrite tests, header hierarchy, URL slugs and internal anchors
18. Image and video SEO: file names, alt text, compression, video structured data and YouTube optimisation
19. Local SEO basics: Google Business Profile, NAP consistency, categories, photos and reviews
20. Search Console performance analysis: queries, pages, CTR, average position and comparisons
21. Site crawling: Screaming Frog crawl for titles, status codes, redirects, duplicates and thin pages
22. Content refresh: finding decaying pages and updating them for freshness and intent

PRACTICE

Hands-on labs

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

FOUNDATION

Set up an SEO baseline

Verify a site in Search Console, submit its sitemap, connect GA4 and record a baseline of indexed pages, top queries and organic landing pages.

ESSENTIAL

Topic cluster from research to page

Research and map keywords for one topic, write a content brief, publish an optimised pillar page and link supporting articles to it.

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
Search Engine Optimization Seo Essential Training

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Next step after this level: Search Engine Optimization Seo Intermediate Training - Diagnose and fix technical SEO issues, add structured data and earn relevant links that strengthen rankings.