

Audit one service page

Identify the most useful improvements to a single page.

THE FINISHED RESULT

The audit names specific changes and observable tests rather than a vague numerical SEO score.

Before you start

Environment: Your website editor and Google Search Console

Access and plan: Permission to edit the selected site. Search Console lessons require authorized property access. Indexing and ranking changes are not guaranteed.

Practice project: One published service page

Use a separate demo project and fictional information. Record the exact project and version you use. Keep passwords, verification codes and private customer information out of screenshots and notes.

Official walkthroughs

[Google Search Central: SEO Starter Guide](#)

Open the credited publisher walkthrough for current interface instructions and available screenshots, then return to the SETLY exercise. External courses remain with their publishers; this PDF does not reproduce their complete tutorial.

Your practice task

Finish one action at a time. Inspect the resulting screen or record before moving on. If a control differs, check the matching official instructions instead of guessing.

01 / Step 1

Choose one real page and record its URL, purpose and intended visitor action. Capture its current title and main heading.

Check: record what changed and confirm you are still working in the intended demo project.

02 / Step 2

Read the content as a new customer. Note unanswered service questions, unclear next actions and unsupported claims.

Check: record what changed and confirm you are still working in the intended demo project.

03 / Step 3

Inspect headings, images, internal links and the mobile view. Separate observed defects from ideas that need further investigation.

Check: record what changed and confirm you are still working in the intended demo project.

04 / Step 4

Prioritize three changes by customer impact and effort, with a concrete verification test for each.

Check: record what changed and confirm you are still working in the intended demo project.

Test, troubleshoot, repeat.

If something goes wrong

If an issue cannot be reproduced, record the conditions and uncertainty instead of presenting it as confirmed.

If your screen is different

Compare the product, editor, user permissions and selected account with the guide. Open the official reference for your version. Do not perform a live change whose effect you cannot verify.

Final verification

The audit names specific changes and observable tests rather than a vague numerical SEO score.

Repeat the task with one small variation. Record the test date, project/version, expected result, observed result and a non-sensitive evidence reference. Mark skipped checks as untested.

Your evidence record

Test date: _____ Project/version: _____

Observed result: _____

Evidence reference: _____

Remaining issue and next action: _____

Sources and guide status

Original exercise by Ray / SETLY. Credited technical references are linked on page one. Prepared 1 October 2026. SETLY screen recording and independent learner reproduction are not yet complete. No platform affiliation is implied.

[Open the online practice guide and editable checklist](#)