

Improve titles and descriptions

Make a page's search metadata accurate and distinguishable.

THE FINISHED RESULT

The published metadata contains the intended accurate copy and is not duplicated accidentally.

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

Write a title naming the page's actual service and business. Draft a description explaining what a visitor will find.

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

02 / Step 2

Compare this copy with the visible heading and content; remove promises the page does not support.

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

03 / Step 3

Update the title and description in the site's editor or HTML and save. For a live change, follow the site's approval and publication process.

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

04 / Step 4

Inspect the published source to confirm the values. Keep search-result changes separate from this immediate verification.

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

Test, troubleshoot, repeat.

If something goes wrong

If Google displays different snippet text, first confirm the page content and metadata; a supplied description is not a guaranteed snippet.

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 published metadata contains the intended accurate copy and is not duplicated accidentally.

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](#)