

Improve internal links

Help visitors reach the next useful page.

THE FINISHED RESULT

Every added link resolves and helps the visitor continue a relevant task.

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

Map the service page's likely follow-up questions, such as scope, examples, pricing process and contact.

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

02 / Step 2

Add links to relevant existing pages using descriptive anchor text. Do not force an unrelated link just to increase link count.

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

03 / Step 3

Check that each destination supports the surrounding sentence and opens as expected on mobile.

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

04 / Step 4

Test the links on the published site after approval and update any destination that has moved.

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

Test, troubleshoot, repeat.

If something goes wrong

If a destination is removed, replace or remove the link; a redirect to an unrelated homepage does not preserve its purpose.

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

Every added link resolves and helps the visitor continue a relevant task.

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](#)