

Compare performance before and after

Evaluate a change with comparable measurements and clear limits.

THE FINISHED RESULT

The comparison uses consistent definitions and shows both the measured change and its uncertainty.

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](#)

[Google Search Console documentation](#)

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

Define the outcome before editing, such as successful contact clicks or a page-loading measure. Record a baseline and measurement conditions.

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

02 / Step 2

Document the exact change and publication date. Avoid combining many unrelated changes if you need to understand their effects.

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

03 / Step 3

Collect a comparable follow-up period or repeated controlled measurements. Note seasonality, traffic mix and tracking changes.

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

04 / Step 4

Report the observation, sample size and limitations. Do not describe correlation as proof that one edit caused more revenue.

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

Test, troubleshoot, repeat.

If something goes wrong

If tracking changed between periods, reconcile the measurement first; incomparable totals cannot establish an improvement.

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 comparison uses consistent definitions and shows both the measured change and its uncertainty.

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](#)