



Adding and verifying in GSC

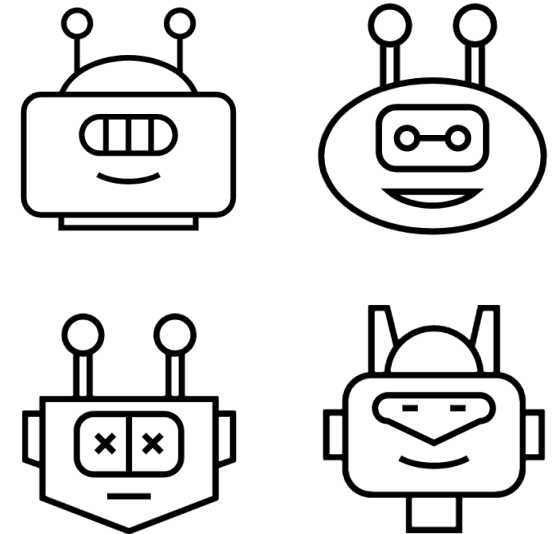
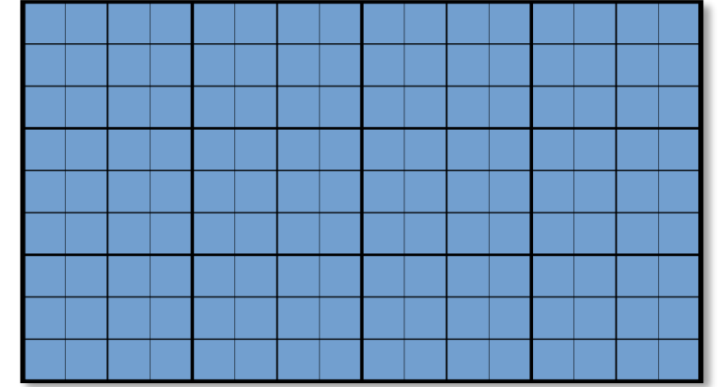


Trainer:

Mark Williams-Cook
Candour



Owner accounts



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Owner accounts



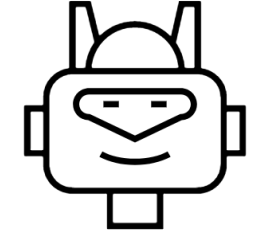
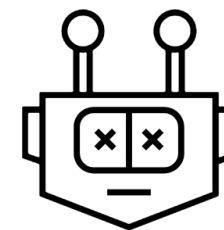
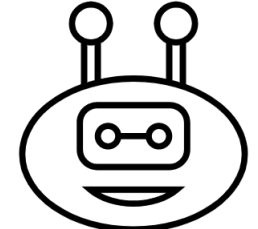
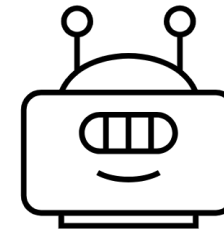
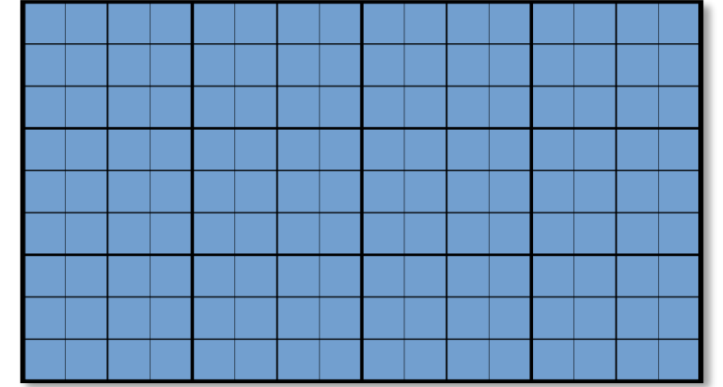
umesh@gmail.com



sally@gmail.com

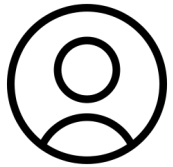


marco@gmail.com



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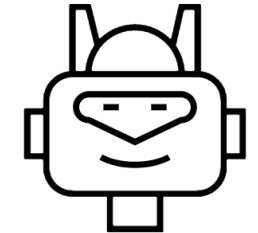
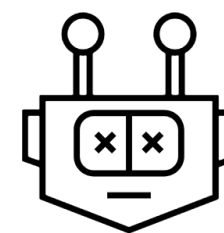
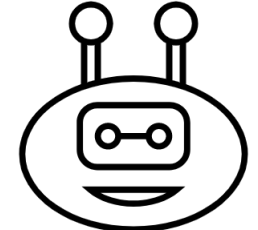
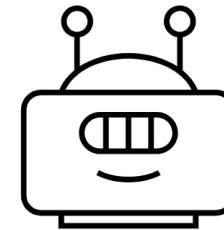
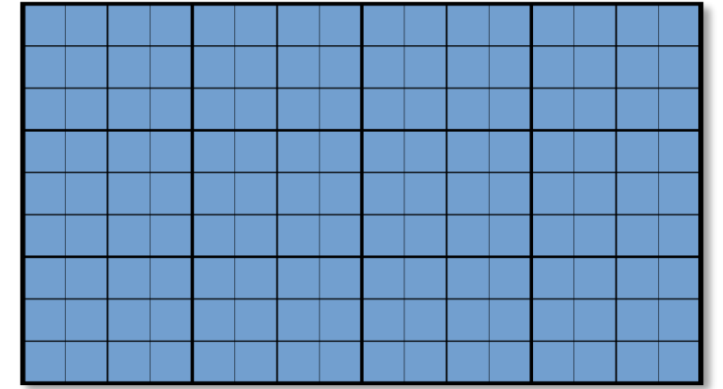
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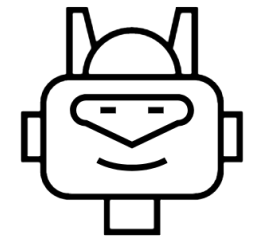
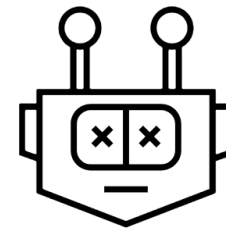
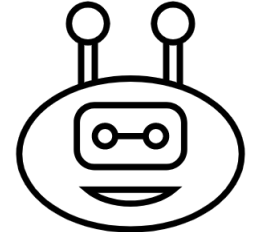
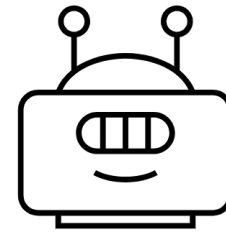
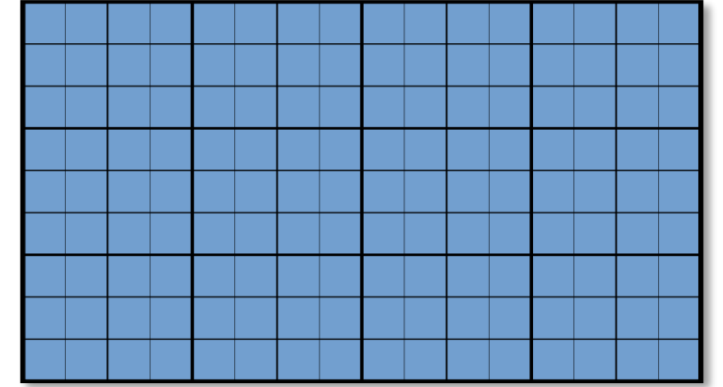


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Owner accounts

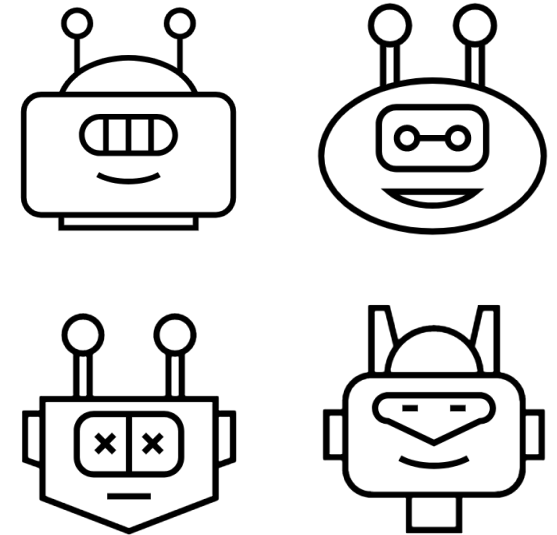
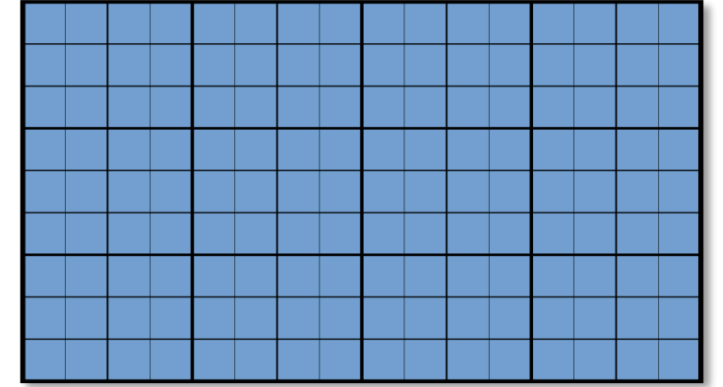


accounts@gmail.com



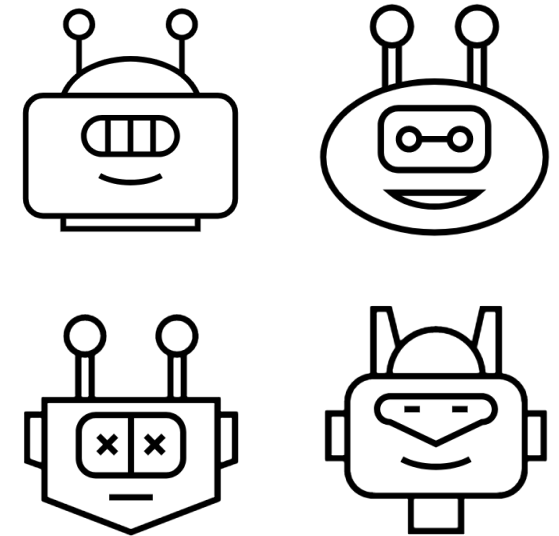
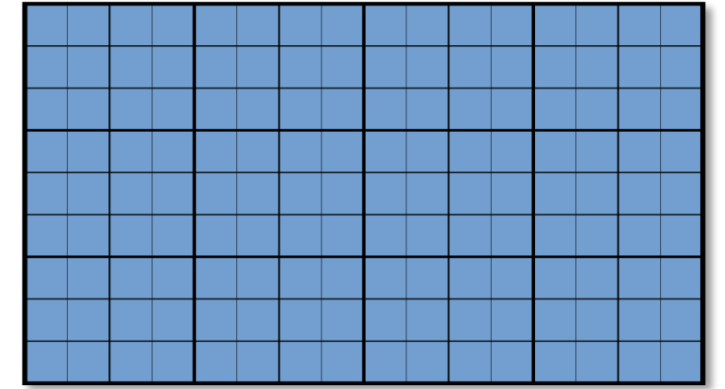
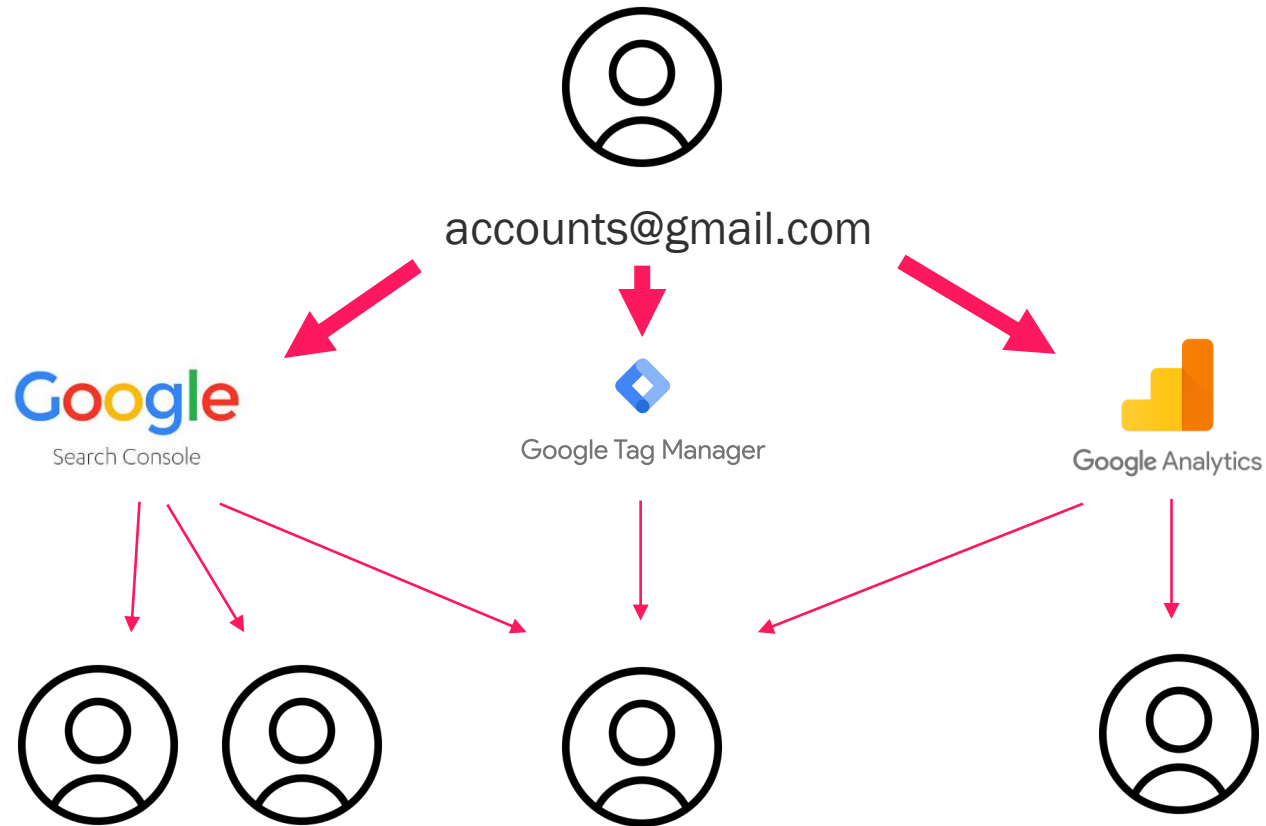
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Owner accounts



Adding and verifying in GSC

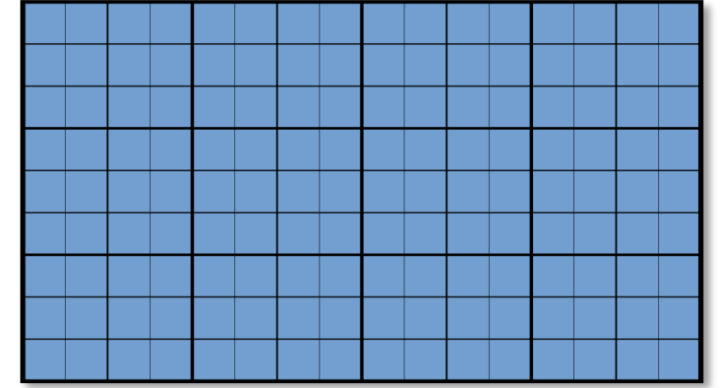
Owner accounts



Adding and verifying in GSC

Key concept

If you're working in a team or with multiple sites, having one account that is not attached to any individual as the owner of all your Google accounts is a good practise.

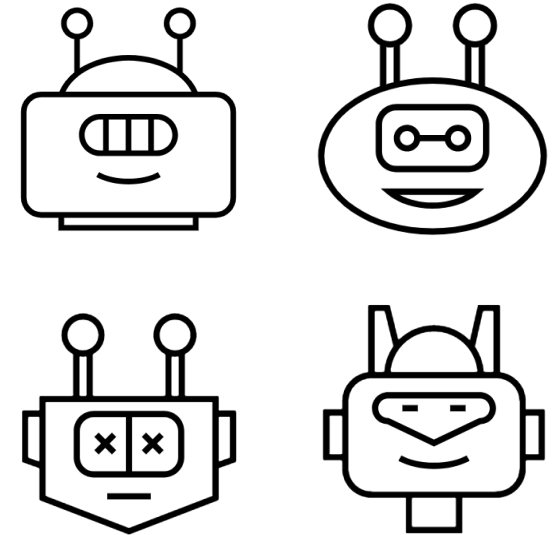
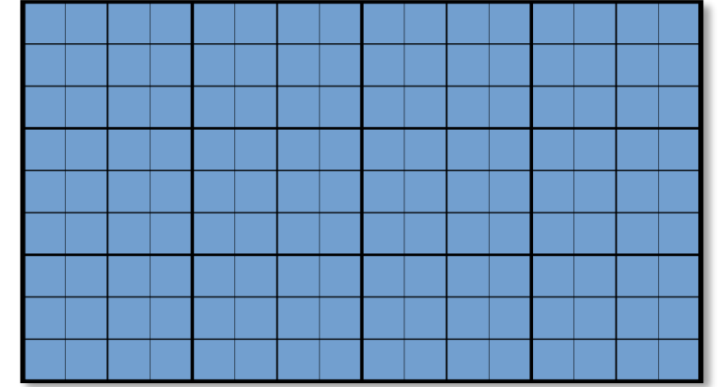


Challenge



If you don't already have one, setup a Google user account that can be used to handle ownership. There is a guide to creating a Google account in the Lecture resources if you get stuck.

Google Search Console



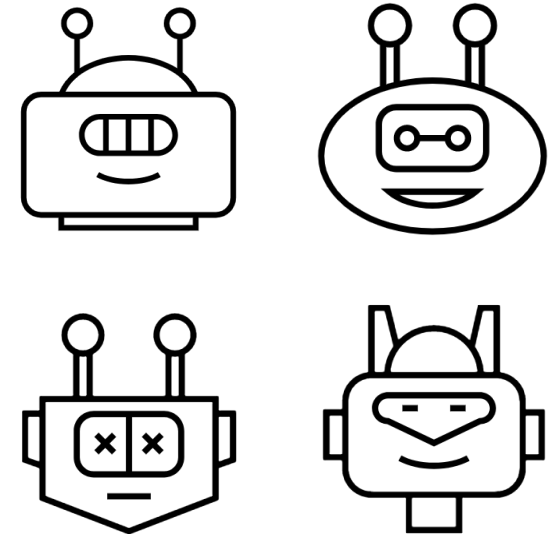
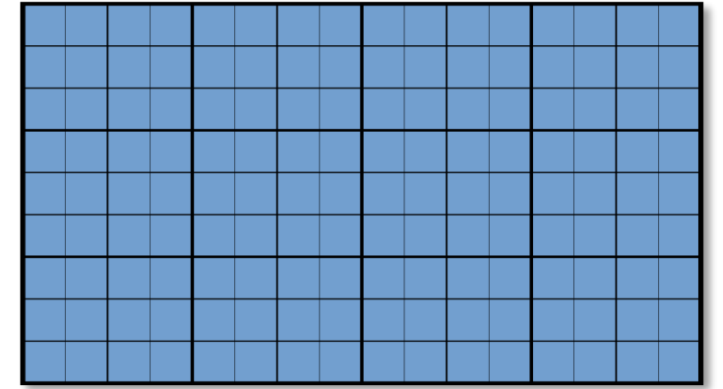
Adding and verifying in GSC

Google Search Console

<http://www.yourwebsite.com>

is different to

<https://www.yourwebsite.com>



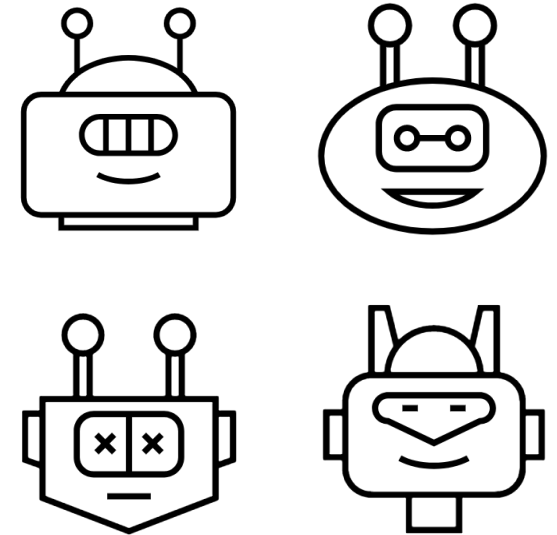
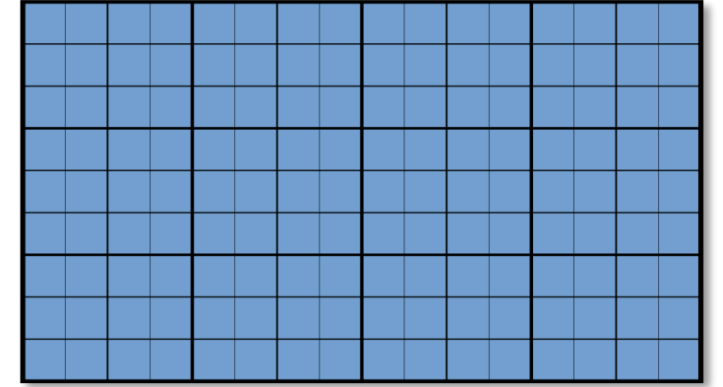
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Google Search Console

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Adding and verifying in GSC

Challenge



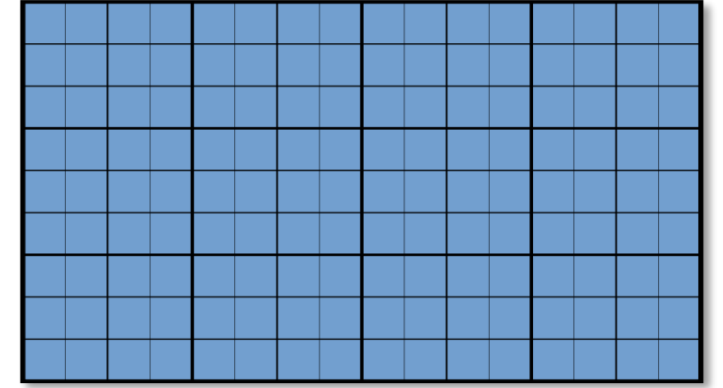
Try visiting different combinations of http and https and www and non-www versions of your website.

Note if they are accessible and if they redirect or not.

Key concept

‘Domain’ entries in GSC will show you all data available for your whole domain.

URL prefix entries will show only data for the specific URL pattern

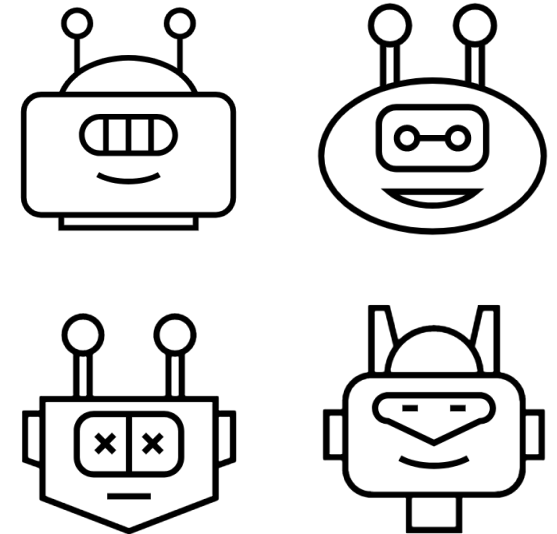
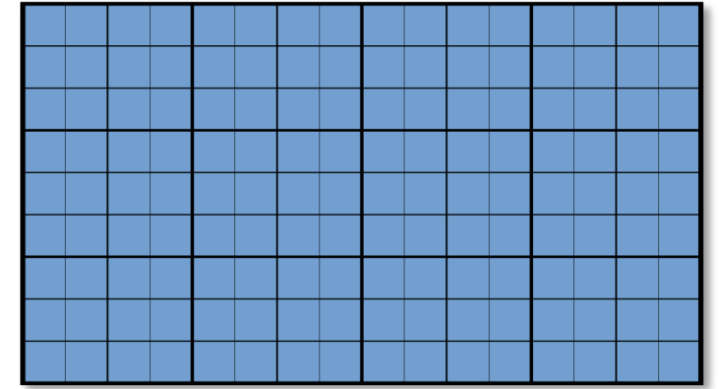


Countries & Subdomains

<https://yourwebsite.com/en/>

<https://yourwebsite.com/fr/>

<https://yourwebsite.com/de/>

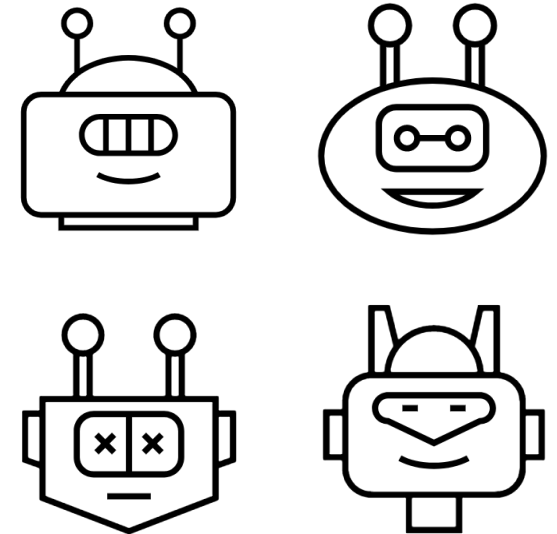
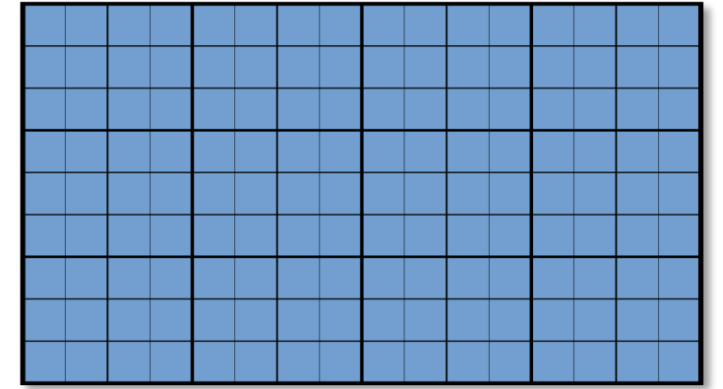


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Countries & Subdomains

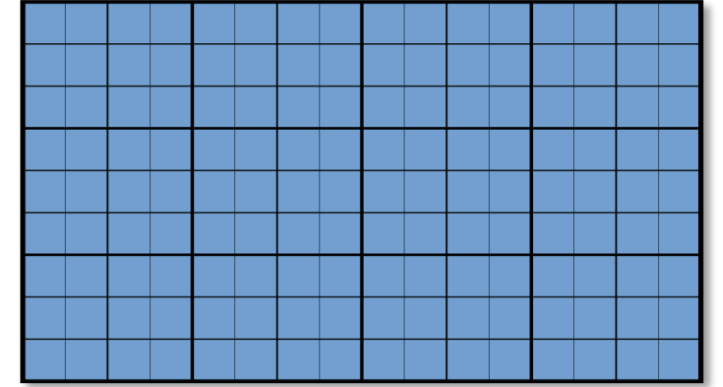
<https://www.yourwebsite.com>

<https://forum.yourwebsite.com>



Adding and verifying in GSC

Key concept



URL prefix entries are very useful to instantly be able to slice data and view a specific country or specific part of your website –use them!



Verify ownership

https://withcandour.co.uk/

Recommended verification method

HTML file

Upload an HTML file to your website

1. Download the file: [googleeaa\[REDACTED\].html](#)

2. Upload to: https://withcandour.co.uk/

To stay verified, don't remove the file, even after verification succeeds.

[Full details](#)

VERIFY

Other verification methods

HTML tag

Add a meta tag to your site's home page

Google Analytics

Use your Google Analytics account

Google Tag Manager

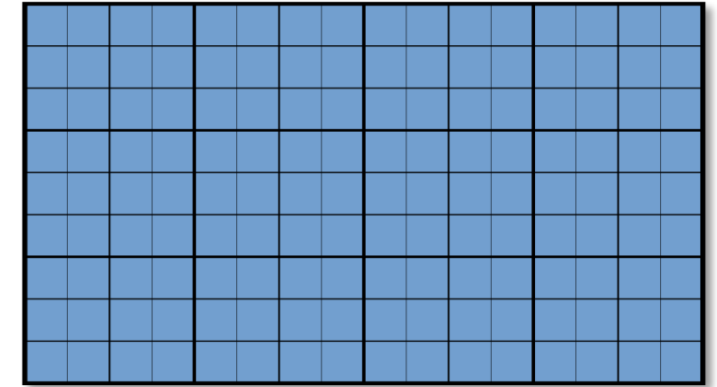
Use your Google Tag Manager account

Domain name provider

Associate a DNS record with Google

REMOVE PROPERTY

DONE

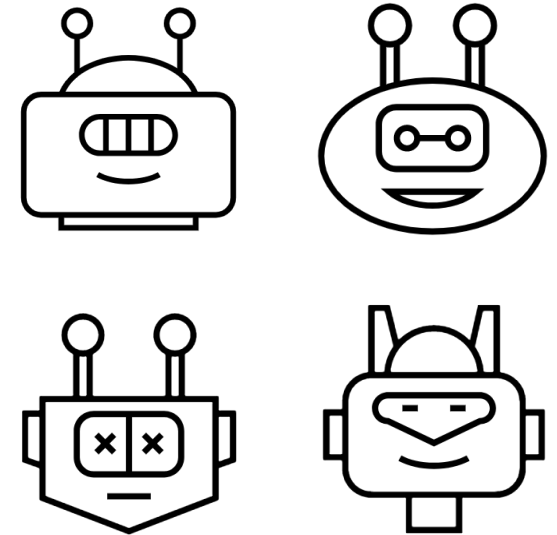
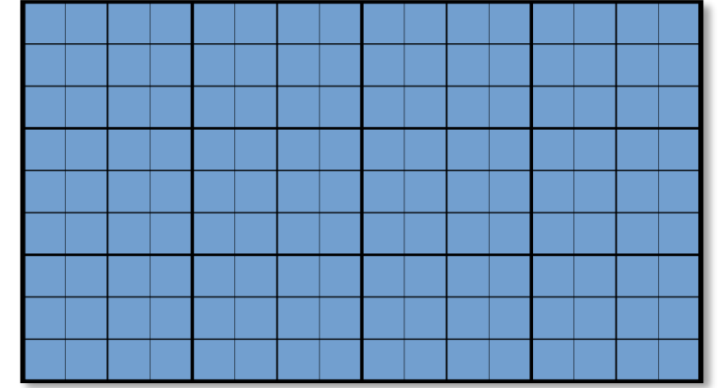


Adding and verifying in GSC

Verification

There are multiple methods of verification. The two most simple are:

- 1) The user having **Edit permissions** in the associated **Google Analytics** account
- 2) The user having **administrator** permissions in the associated **Google Tag Manager** account



Challenge



Add all of your relevant domain URL prefixes and choose a verification method. There is a link in the lecture resources for further help with URL verification if you get stuck.

Domain record

Verify domain ownership via DNS record

i83.uk

Instructions for: Any DNS provider ▼

1. Sign in to your domain name provider (e.g. godaddy.com or namecheap.com)
2. Copy the TXT record below into the DNS configuration for **i83.uk**

google-site-verification=

[Redacted]

COPY

3. Press **verify** below

Note: DNS changes may take some time to apply. If Search Console doesn't find the record immediately, wait a day and then try to verify again

[Full details](#)



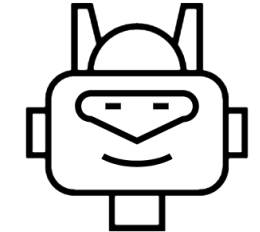
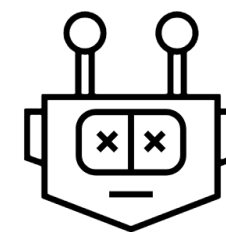
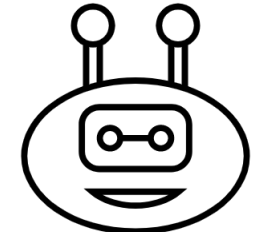
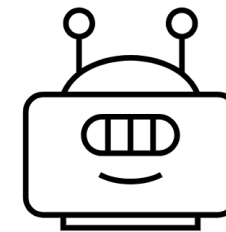
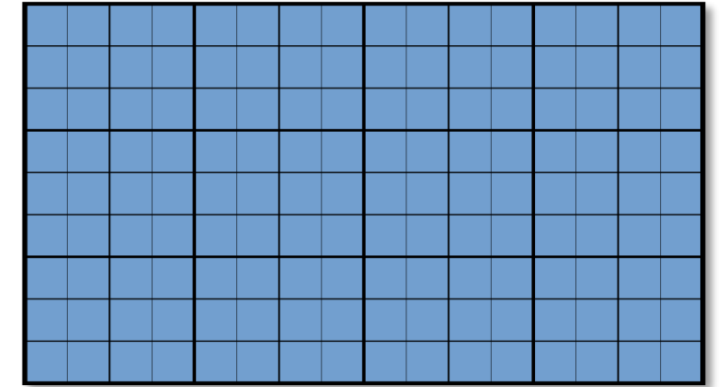
Can't verify via domain name provider?

For more verification methods, [try a URL prefix property instead](#)

REMOVE PROPERTY

VERIFY LATER

VERIFY

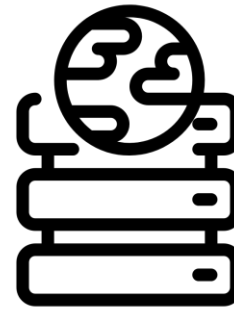


Adding and verifying in GSC

withcandour.co.uk

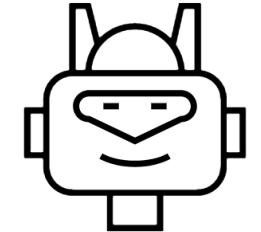
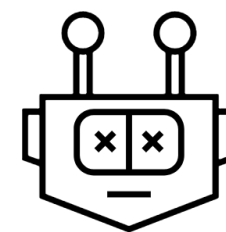
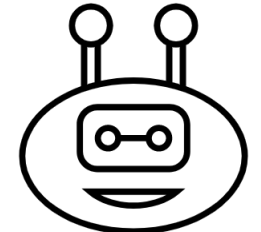
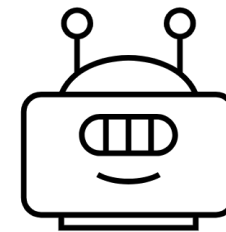
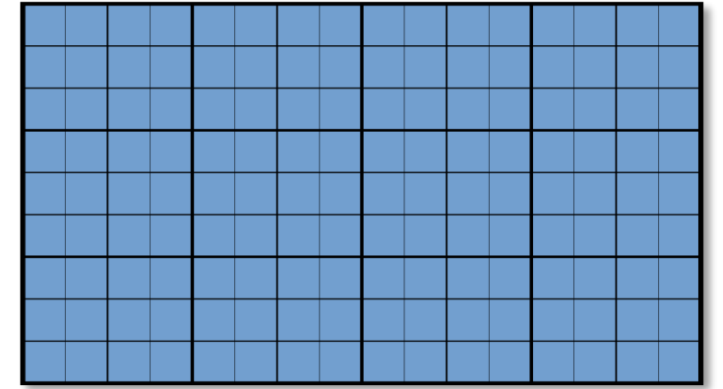
candour

DNS verification



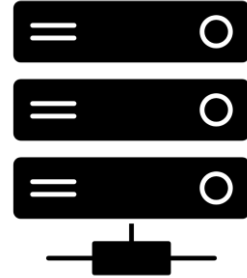
Web server
(Your website)

216.58.211.174

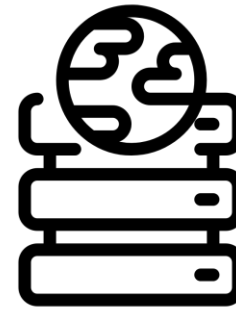


Adding and verifying in GSC

DNS verification

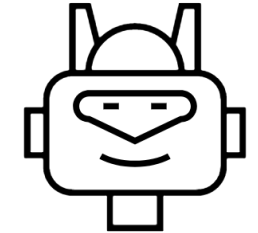
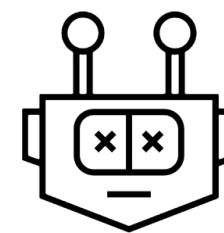
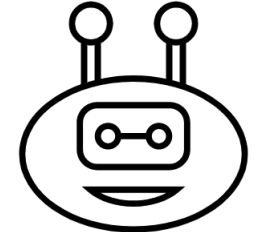
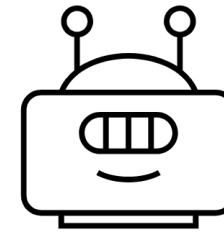
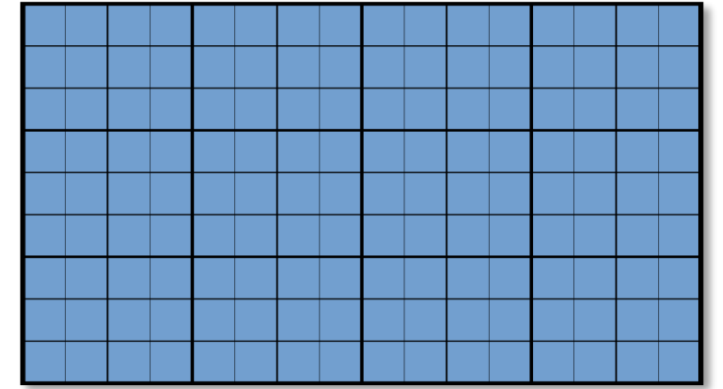


DNS records

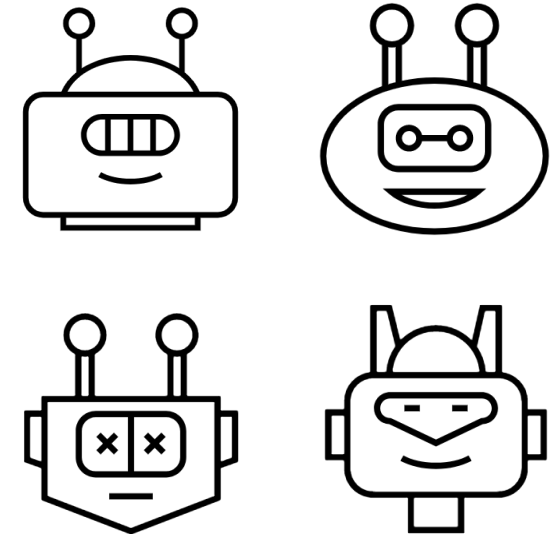
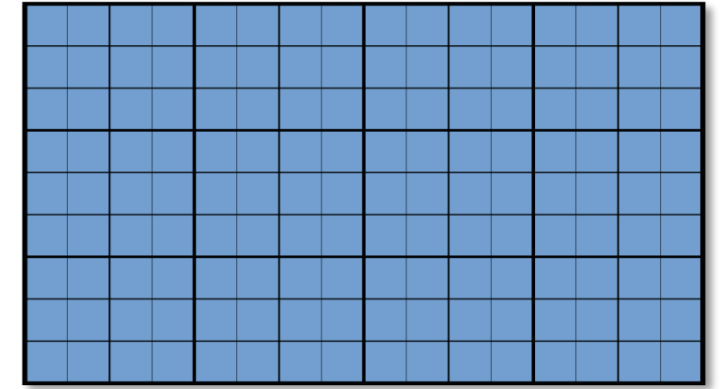
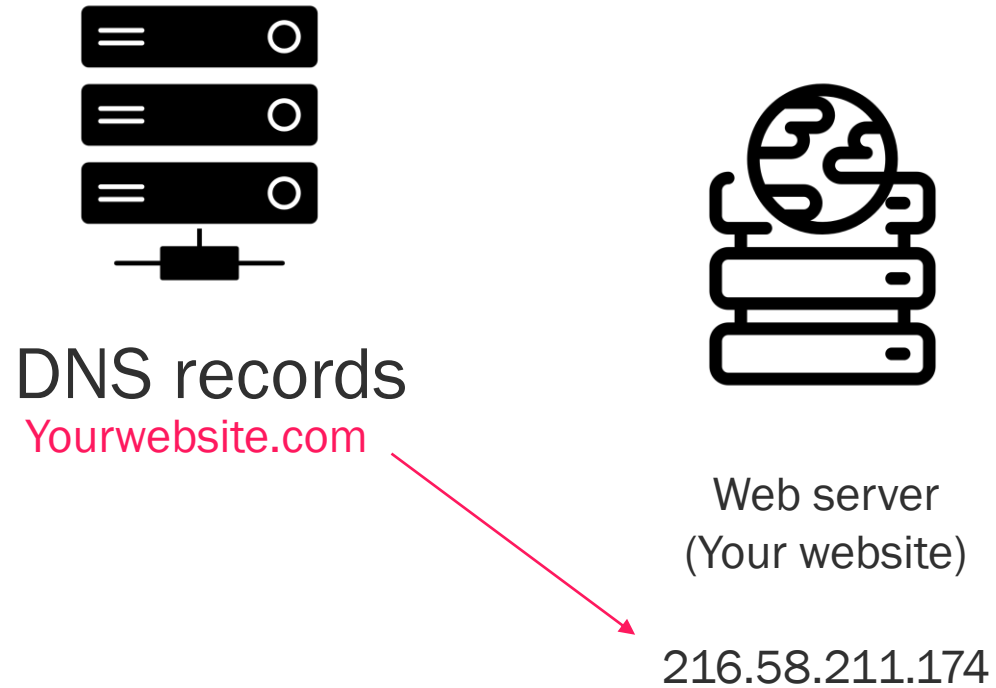


Web server
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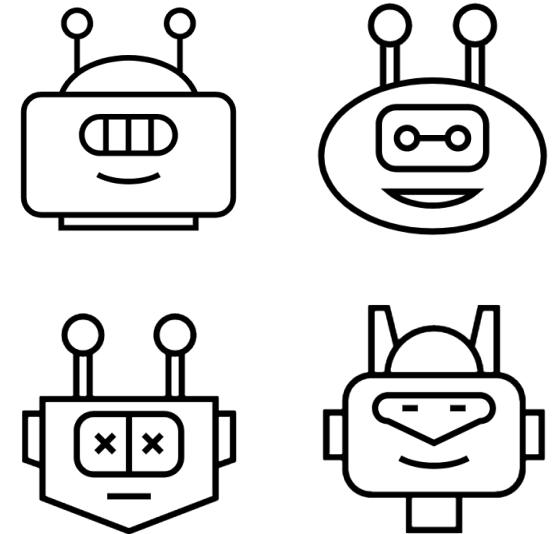
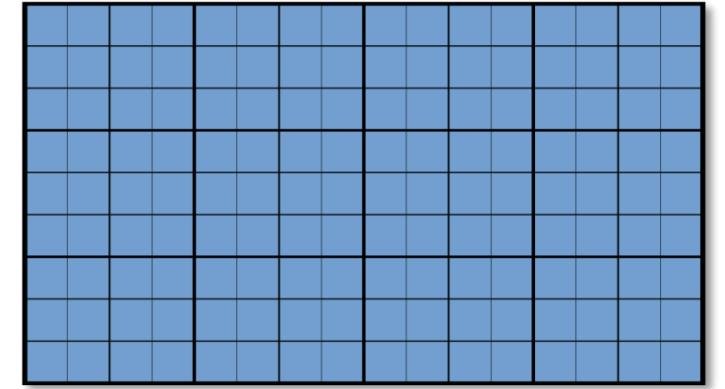
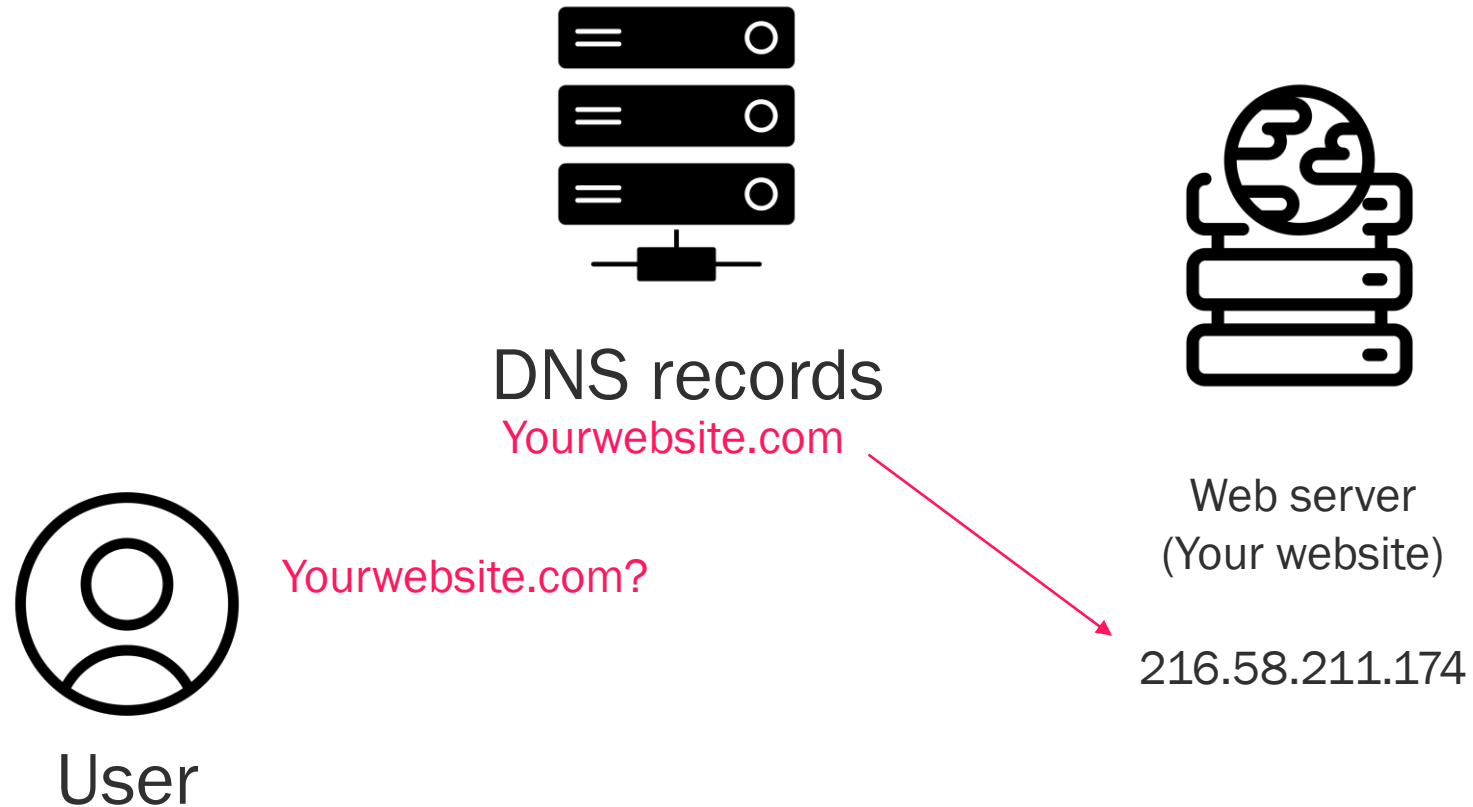


DNS verification



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DNS verification



Challenge



If you have access to your DNS records, complete the verification procedure by adding the appropriate entry.

If you get stuck, look in the lecture resources for further information on DNS verification.