

Verifying ownership of your domain in Facebook Business Manager

Execution Time: ~5-10 minutes

Goal: Verifying your domain in Facebook Business Manager.

Ideal Outcome: Facebook is able to correctly verify ownership of your site.

Why this is important: Several reasons, the main one is related to the Facebook updates related to the release of iOS 14. Facebook Ads will now only allow you to track up to 8 conversion events to be configured per domain — before you configure those events, you'll need to verify your domain.

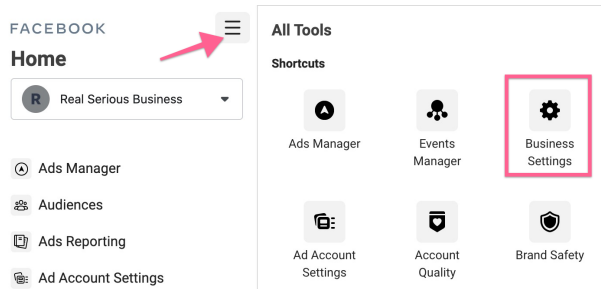
Where this is done: In Facebook Business Manager, and in your domain registrar.

When this is done: Before you run any Facebook Ad campaigns.

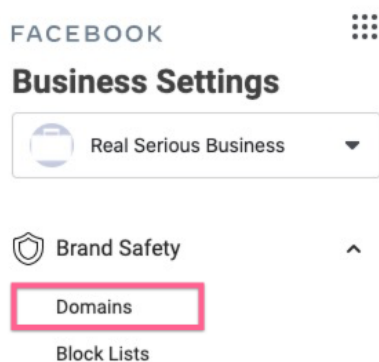
Who does this: The person responsible for Facebook Ads.

Add your domain to Business Manager

1. Go to your [Facebook Business Manager dashboard](#) and click on the account you want to work on.
2. Click on the hamburger menu, and then click on “Business Settings”



3. Under “Brand Safety”, click “Domains”



4. If this is your first time verifying a domain for this Business Manager account, you'll need to add the domain.

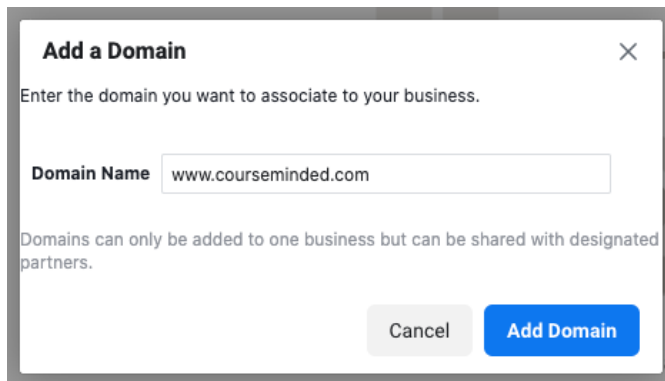
Real Serious Business doesn't have any domains yet.

Manage Your Domains

All the domains you've added to Business Manager will be listed here.



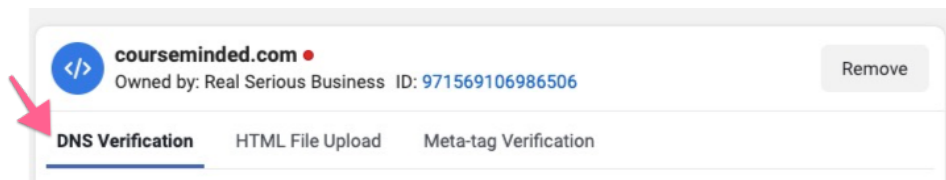
5. Write your domain URL and click “Add Domain”



6. You'll be presented with 3 options to verify your domain. In this SOP, we'll DNS verification

DNS Verification

1. On Business Manager, select DNS Verification as the method to verify your domain



2. Copy the TXT verification record provided by Facebook

DNS TXT Record

Here are the basic steps:

1. Login to your domain registrar and visit the DNS records section.

2. Add this TXT record in your DNS configuration:

facebook-domain-verification=mk46n [redacted]

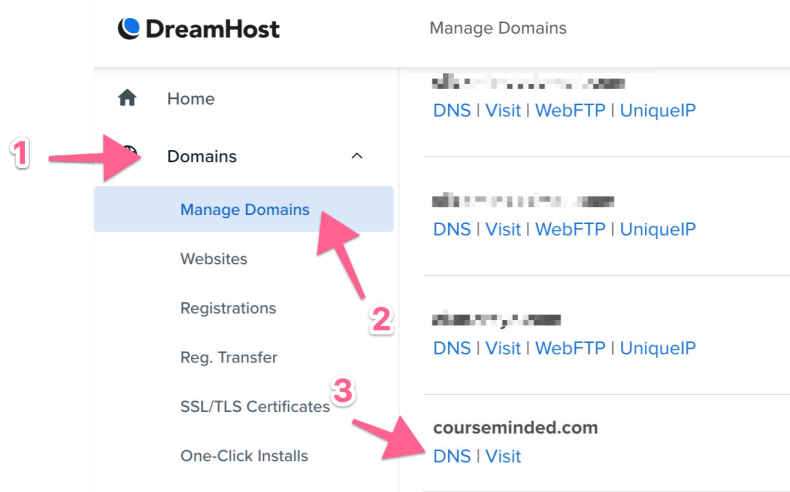
3. Add @ in the Host field (if your domain host requires it)

4. Wait until your DNS configuration changes have spread across your website's domain servers (this may take up to 72 hours), then click Verify.

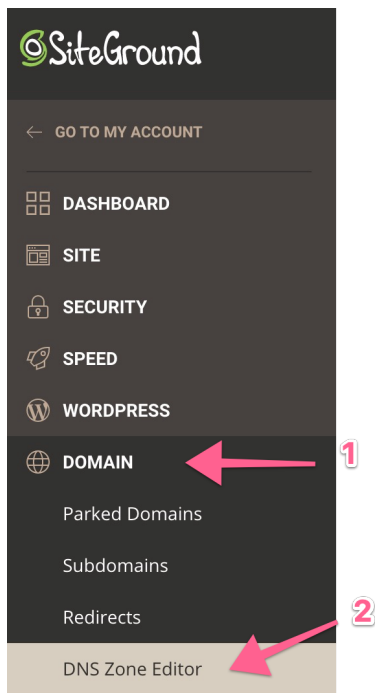
Verify

3. Go to your domain registrar dashboard or admin panel.
4. Go to your DNS records section. In some registrars, this is under a “Domains” or “Manage domains” menu or link.

Example: Dreamhost



Example: Siteground



5. Create a new custom record (this will look slightly different depending on your registrar, but these are the general steps)
 - a. Leave the “Name” field blank
 - b. Select a TXT record “Type”
 - c. Leave the default “TTL” value

- d. Under “Value” paste the record you copied from Facebook Ads

Example: Dreamhost

Add a custom DNS record to courseminded.com:

Name: courseminded.com
(leave blank for just "courseminded.com")

Type: TXT

Value: facebook-domain-veri

Comment:
(optional)

[Add Record Now!](#)

Example: Siteground

Create New Record

A AAAA CNAME MX SRV TXT

Name .derpymon... **TTL** 1 hour

Value facebook-domain-verification=mk46mak3nc28sgpwsax41ofhae8oux

[CREATE](#)

6. Once you’ve added your record, go back to Business Manager and click “Verify”

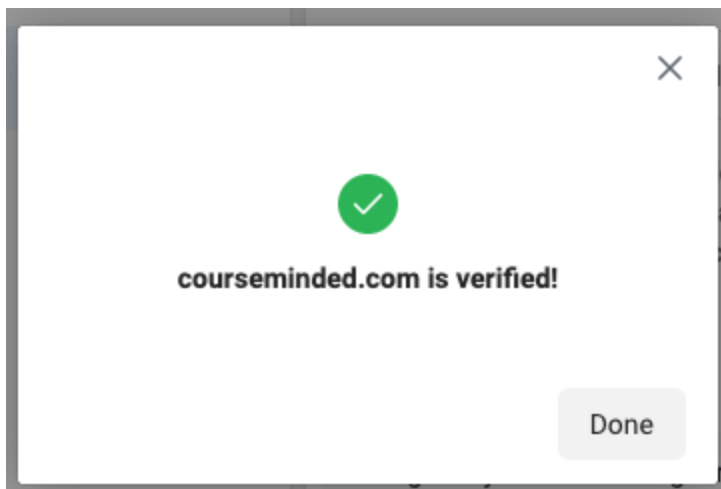
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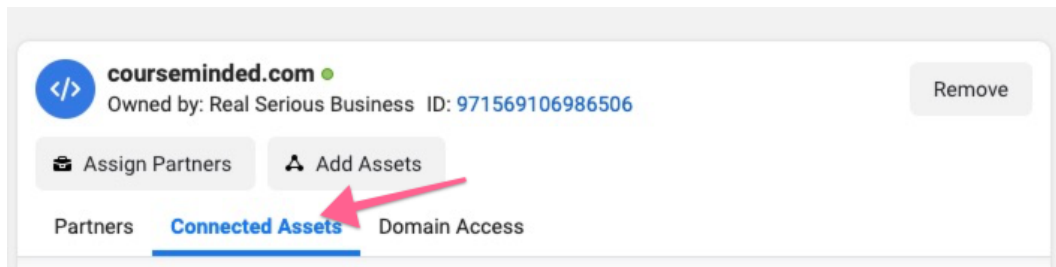


- a. Note: DNS records can take up to 48-72 hours to propagate. Don't worry if Facebook can't verify your domain right away. Come back a day later and try hitting the "Verify" button again.
7. After the DNS changes have propagated, you'll receive a confirmation after clicking "Verify"

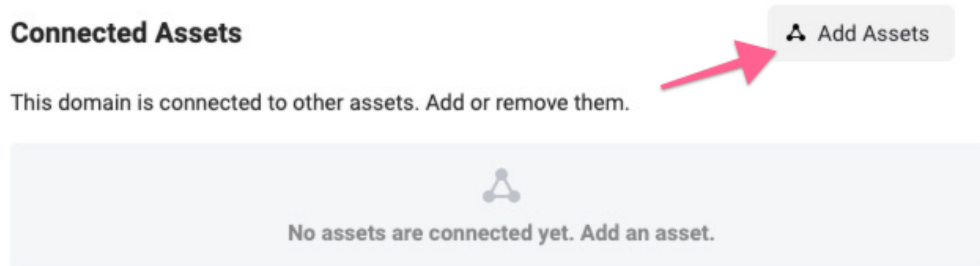


Associate your Facebook Page to the verified domain

1. Refresh the page after verifying your domain and click on “Connected Assets”



2. Click on “Add Assets”



3. Select the appropriate Facebook Page and click “Add”

