**Domain verification**

In business settings, you must do domain verification.

Brand safety-🡪Domains

Click on Add and write your domain name do not add slash or www or https:// just add a naked domain like tools.com

**In the case of WordPress: -**

If you are using WordPress, First install the plugin name and insert headers and footers then come in appearance then in settings click on Insert headers and footers. Past metatag in scripts in the header. Then come back on

**Facebook 🡪 Business settings-🡪 Domains-🡪 verify Domains.**

Only by verifying domains you can solve many problems and a lot of money.

**In the case of Shopify:-**

In the case of Shopify come in themes and past your code in the head section. Domain verification is important for conversion ads.