

protocol 80's Helpful Little Search Console Setup Checklist

Note: This guide will tell you how to verify your site with **Google Analytics** OR an **HTML tag**. This post does NOT include instructions for other verification methods. 😊

If you're not comfortable with making changes to your site's template to set up Search Console, contact an experienced professional. We are one of many agencies who can provide assistance.

[Contact us for assistance!](#)

REQUIREMENTS	
(Only need to have requirements for Google Analytics OR HTML tag.)	
GOOGLE ANALYTICS	
I have administrative access to Google Analytics for my site	
Analytics is already set up and collecting data	
HTML TAG	
I have editing access to my site's header to insert the HTML tag	
I found my WordPress site's header: Appearance > Editor > Theme Header OR header.php	
I found my HubSpot site's header: Settings > Marketing > Web pages > Templates > Site header HTML	
I found my Squarespace site's header: Settings > Website > Advanced > Code Injection > Header	

VERIFY YOUR SITE

Navigated to Search Console - https://www.google.com/webmasters/tools/home	
Clicked "Add a Property"	
Entered my website's URL	
URL includes HTTP or HTTPS at the beginning	
URL does NOT include text after .com/, .org/, .net/, etc.	
Selected "Google Analytics" as my verification method	
Did it work?	
If no, I double checked that I am an administrator and that Analytics is collecting data	
Selected "HTML tag" as my verification method	
Copied the ENTIRE code snippet, including the carrot brackets	
Pasted the ENTIRE code snippet into my site's header section	
If I have a WordPress site, I put it below the <head> tag and above the </head> tag	
I saved my changes!	
Did it work?	
If no - I double checked the steps above	
If still no - I waited 2 days and tried again	

Verification Failed

If you're STILL getting an error, you have a few options:

- Try another verification method not listed above. Search Console also has options for verifying with:
 - HTML file upload
 - Domain name provider
 - Google Tag Manager
- Contact a Google expert (anyone with the [Google Partners badge](#) should be able to help) and have them set it up for you.

[Contact us for assistance!](#)