

## Set up your website with Google Webmaster Tools

The purpose of this document is to minimize the SEO drop most commonly seen when moving website platforms. While the dip is usually minor, this will help to even further minimize the issues. This page will also help.

[https://support.google.com/webmasters/answer/7451184?hl=en&ref\\_topic=4564315](https://support.google.com/webmasters/answer/7451184?hl=en&ref_topic=4564315)

### Set 1: Set-up

Go here: <https://www.google.com/webmasters/tools/> Click on 'Add property now'.



## Search Console

### Choose a verified property

After selecting a verified property, you will be routed to the proper page or report.

Please select a property ▼

Don't see your property? You can add it to your account.

Add property now

[Go to home page](#)

Click the red box and add the domain you're using. Make sure to add the **https://www\_** to the domain.

**ADD A PROPERTY**

Enter the URL of the property that you'd like to verify.

*Example: <http://www.example.com/>*

Once the domain is added, you'll need to verify ownership. You can verify via Google Analytics or HTML tag. There are 2 possible User Interfaces you may see.

## Version 1

Recommended method

Alternate methods

**HTML tag**

Add a meta tag to your site's home page.

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the

```
<meta name="google-site-verification"
```

▶ [Show me an example](#)

2. Click **Verify** below.

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

**Domain name provider**

Sign in to your domain name provider.

**Google Analytics**

Use your Google Analytics account.

**Google Tag Manager**

Use your Google Tag Manager account.

**VERIFY**

Not now

**Version 2**

le    🔍    Inspect any URL in "https://www.saucemarketing.com/"

## Verify ownership

https://www [redacted] .com/

### HTML tag

Add a meta tag to your site's home page

1. **Copy** the meta tag below, and paste it into your site's home page. It should go in the <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="R3Mu8mJH7PAqpY6E5f3-Np_Qy-P4Tr_-PqaY3wUoUY" />
```

2. Click **Verify** below.

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

[Full details](#)

**VERIFY**

### Google Analytics

Use your Google Analytics account

1. You must be using the [gtag.js tracking code](#).
2. Your tracking code should be in the <head> section of your page.
3. You must have the "edit" permission for the Google Analytics property.

The Google Analytics tracking code is used only to verify site ownership. No Google Analytics data will be accessed.

[Full details](#)

**REMOVE PROPERTY**    **DONE**

If you verify via HTML tag, you'll add the code to Settings > Website > Pages  
<https://app.hubspot.com/settings//marketing/web-pages/all-domains/page-templates>

Properties

Reports

Sales

Service

Users & Teams

Website

Blog

Navigation

Pages

## HTML

### Site header HTML

Add custom code snippets to the HTML head section across all of your pages.

```
1 <meta name="google-site-verification" content="R3Mu8mJH7PAqY6E5f3-Np_Qy-P4Tr_-PqaY3wU0oUY" />
2
```

If all is good, you should see this:

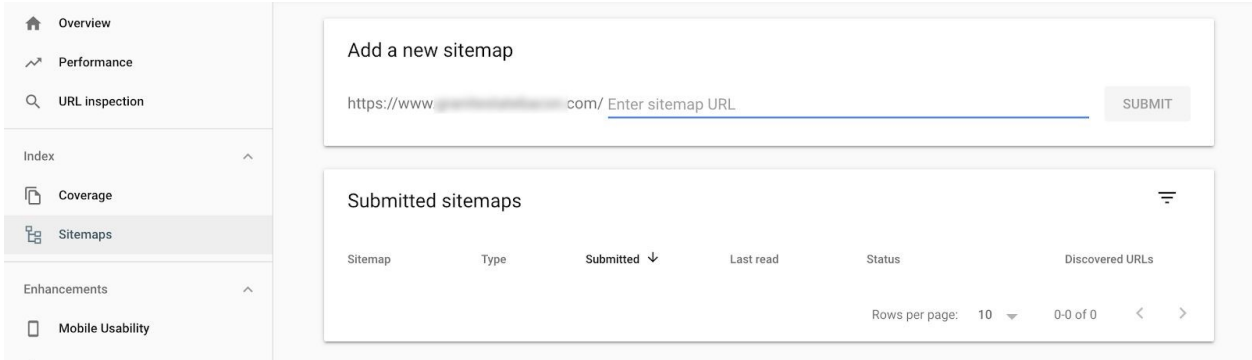
✔ Ownership verified

Verification method:  
**HTML tag**

To stay verified, don't remove the meta tag from your site's home page. To avoid losing verification, you may want to add multiple verification methods from the **Settings > Ownership verification**.

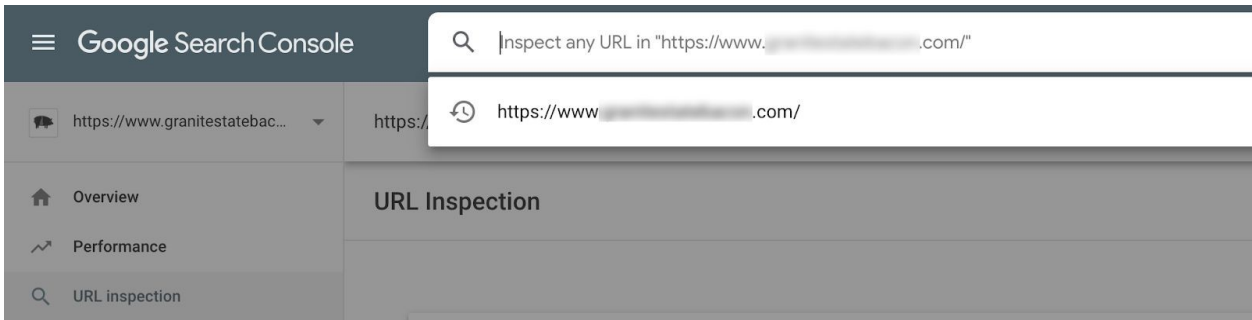
DONE GO TO PROPERTY

Once the URL is verified, the next step is to add the site map. Just add [sitemap.xml](#) in that box.

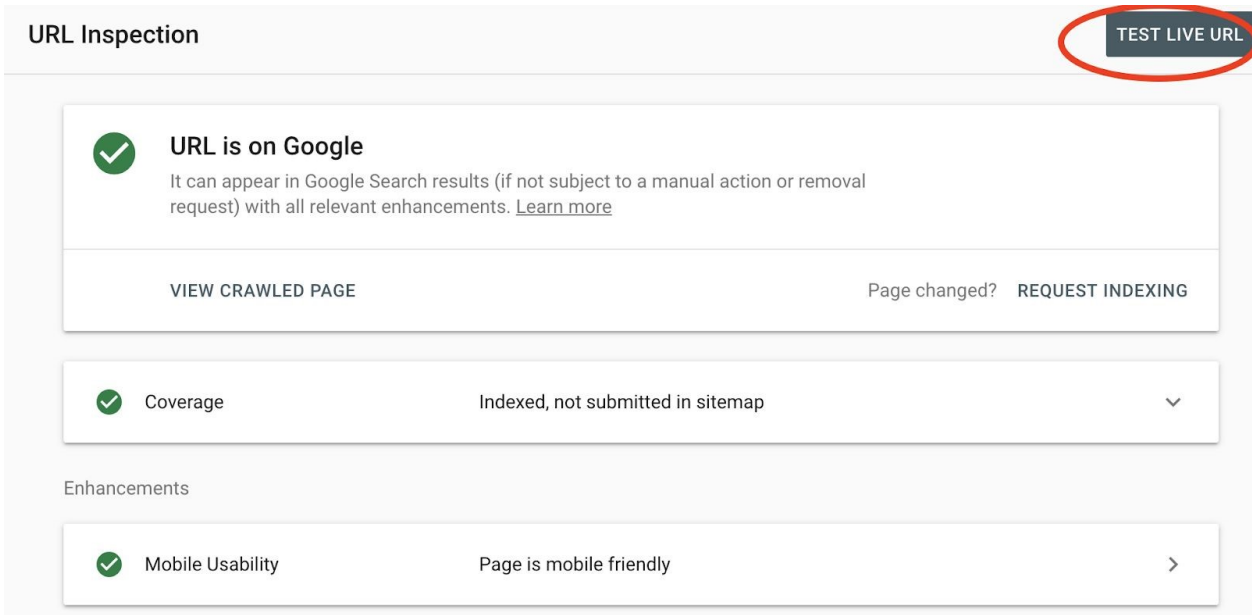


Once complete, you'll request indexing of the website. This requests Google's spiders to recrawl the website.




Navigate to **URL Inspection** on the left sidebar. Enter the entire URL including https:// and hit enter.



Click **Test Live URL**.



Once complete, click **Request Indexing**. Once requested, this process takes 1-2 weeks to complete.

	<b>URL is on Google</b> It can appear in Google Search results (if not subject to a manual action or removal request) with all relevant enhancements. <a href="#">Learn more</a>
VIEW CRAWLED PAGE	Page changed? <b>REQUEST INDEXING</b>
 Coverage	Indexed, not submitted in sitemap <span>▾</span>
Enhancements	
 Mobile Usability	Page is mobile friendly <span>&gt;</span>