



## Google Webmaster Tools: Verify your site ownership

Jobelle C. - 2021-07-13 - Search Engine Optimization (SEO)

Google's site verification is the process of proving that you own the site or app that you claim to own. Google needs to confirm ownership because once you are verified for a site or app you have access to its private Google Search data, and can affect how Google Search crawls it.

**Source:** [https://support.google.com/webmasters/answer/35179?ctx=sibling&visit\\_id=636778530947746795-3634507254&rd=1](https://support.google.com/webmasters/answer/35179?ctx=sibling&visit_id=636778530947746795-3634507254&rd=1)

### To add and verify a site

Sign into Google Webmaster Tools with your Google Account.

- Click Add a site, and type the URL of the site you want to add. Make sure you type the entire URL, such as <http://www.example.com/>

The screenshot shows the Google Webmaster Central interface. At the top is the Google logo. Below it is the 'Webmaster Central' header. A message states: 'Use the table below to manage verified owners of your properties or to add new properties to your account. Additional information about your verified properties is available at [Search Console](#)'. Below this is a red 'ADD A PROPERTY' button. A form is displayed with the label 'Enter the URL of the property that you'd like to verify.' The input field contains the text 'http://www.example.com/' and is highlighted with a red border. To the right of the input field is a 'Continue' button. Below the form, it says 'You haven't verified any properties.'

- Click Continue. The Site verification page opens. The Site verification page opens. (Optional) In the Name box, type a name for your site (for example, My Store XYZ). Select the verification method you want.

Verify your ownership of <http://pinkpanda.shopfactory.com/>. [Learn more.](#)

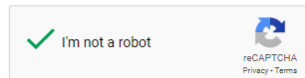
Your Google Account will be recorded in Google's systems as an official owner of this property.  
Note - your ownership information will be stored and be visible to other owners (both current and future).

Recommended method  Alternate methods

### Recommended: HTML file upload

Upload an HTML file to your site.

1. Download [this HTML verification file](#). [google8f446e9911198acc.html]
  2. Upload the file to <http://pinkpanda.shopfactory.com/>
  3. Confirm successful upload by visiting <http://pinkpanda.shopfactory.com/google8f446e9911198acc.html> in your browser.
  4. Click Verify below.
- To stay verified, don't remove the HTML file, even after verification succeeds.



VERIFY

Not now

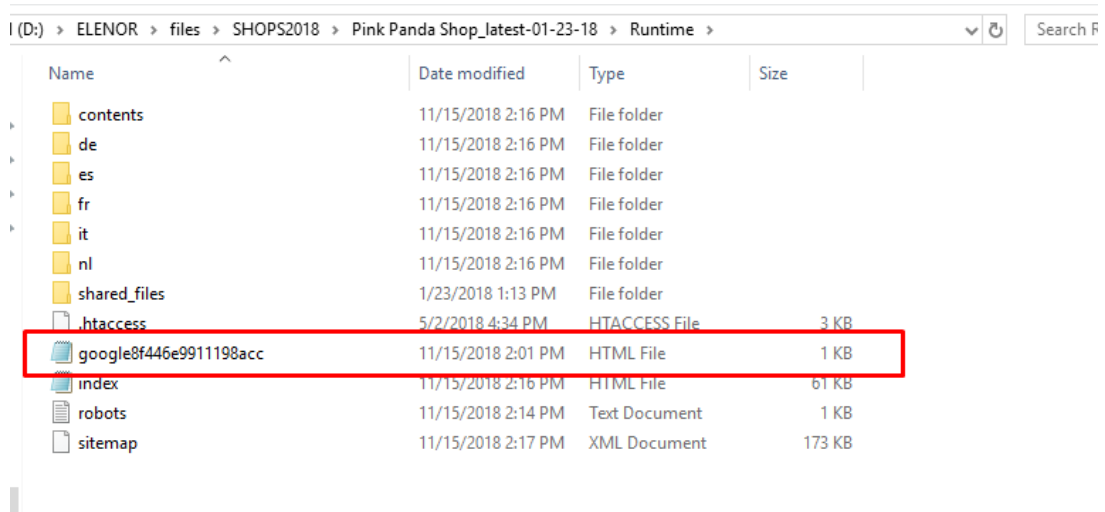
**In ShopFactory, there are 2 verification methods you can choose from:**

### 1. HTML file Upload

Upload the google verification html file to your base directory

To do this, save the HTML file (**google-site-verification: google8f446e9911198acc.html**) into your shop project folder inside the RUNTIME folder

- Save the *google-site-verification: google8f446e9911198acc.html* file to: **<shop folder>\Runtime**



Files added in the runtime folder are uploaded/published to your Host.

To verify your site by uploading an HTML file:

- 1.) Sign into Google webmaster tools with your Google Account.
- 2.) Click Verify next to the site you want.
- 3.) In the Choose verification method list, select Upload an HTML file, and follow the steps on your screen.

4.) Using any text editor, create the file that they ask for and make sure to save it with the exact name they ask for (for example,google8f446e9911198acc.html). The filename is case-sensitive and must have an ".html" extension. The file itself can be empty - they don't read the content of the file, but only check to see that it exists in the specified location. Upload the file to your webserver to the location they specify. Generally, this is the "Base Directory" for your site.

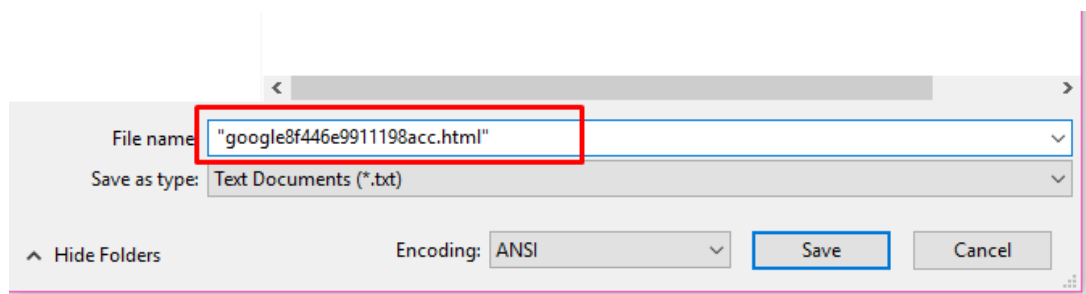
#### **Creating the HTML file:**

a. Open Notepad.

b. Click Save.

c. At the Save dialog box, I paste the filename given by Google to the "Filename: " text box. For example,google8f446e9911198acc.html

Since Notepad extension names are .txt, put quotes in between the given Google HTML file.

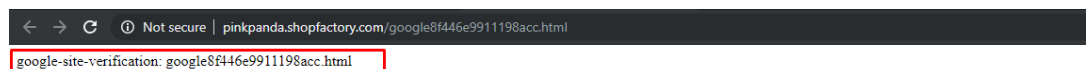


d. Ensure you save it in your shop's "Runtime" folder. To make it easier, just save it in \<shop folder>\Runtime

e. Click Save button. The "google8f446e9911198acc.html" file is now saved in your "<shop folder>\Runtime" folder

5.) Publish your shop and the html file will be uploaded.

6.) Open your default browser (such as Internet Explorer) and enter your shop URL followed by the HTML filename at the Address Bar.



It will open the file displaying only google8f446e9911198acc.html in the Content page. You've confirmed that the HTML file has been successfully uploaded to your Host.

7.) Once you have uploaded the file, click Verify button at the Google Webmaster Tools page. They will verify that the file exists in the specified location. If they can't access the file, they'll give you information about the error they encountered. Once this problem is resolved, try to verify your site again.

- Great job, <http://pinkpanda.shopfactory.com/> is now verified! You can now use Google services for your property such as [Search Console](#).
- Add additional owners to <http://pinkpanda.shopfactory.com/>.
- Verify another property.
- View your list of verified properties.

Alternatively, you can use Method #2 below.

## 2. HTML tag (verification meta tag)

ShopFactory Central page allows you to insert your *Google Verification - Meta-tag*.

Please refer to the Google article below for more information on how to get your site verified first:

<http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=35659>

**To add Verification meta tag in ShopFactory Central page, please follow the steps below:**

- Open your shop in ShopFactory
- Click **ShopFactory Centra** at the left tree menu
- Enter the Verification meta tag within the respective textbox.

**Here's a sample verification meta-tag:**(the code you are adding in SF Central page must look similar to this - you can't insert an invalid meta-tag)

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="kFoVnRjN-dqnTqveyMhSdqDJQmjTSVcFzCBZUhs3sCE" />
```

Now, you must login to your Google webmaster tools account, choose **"Add a meta tag to your site's home page"** option. Google provides the code as shown:

The screenshot shows the 'Webmaster Central' interface. At the top, it says 'You are already a verified owner of http://pinkpanda.shopfactory.com/'. Below this, there are two tabs: 'Verification methods' and 'History'. Under 'Verification methods', the 'HTML tag' option is selected and highlighted with a red box. Below this, there is a list of instructions: '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.' This is followed by a code block: '<meta name="google-site-verification" content="kFoVnRjN-dqnTqveyMhSdqDJQmjTSVcFzCBZUhs3sCE" />'. Below the code block, there is a 'Show me an example' section, which is also highlighted with a red box. It shows a snippet of HTML code: '<html><head><meta name="google-site-verification" content="kFoVnRjN-dqnTqveyMhSdqDJQmjTSVcFzCBZUhs3sCE" /></head><title> My title</title></head><body>page contents</body></html>'. Below this, there is a '2. Click Verify below.' instruction and a note: 'To stay verified, don't remove the meta tag, even after verification succeeds.'

You only have to choose ONE from the 2 methods above to 'verify' your site ownership.

*Related article:*

How to **"Set your preferred domain (www or non-www)"**

<https://support.google.com/webmasters/answer/44231?hl=en>