

Using Google Webmaster Tools to Verify and Submit a Website Sitemap

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Open a web browser, and type in or copy and paste the following link:

<https://www.google.com/webmasters/tool>




Sign in using an existing gmail or google account (highlighted dark blue box). Should you not have an account, click the sign up button and create an account (highlighted light blue box).

Google SIGN UP

Webmaster Tools

Improve your site's visibility in Google search results. It's free.

Google Webmaster Tools provides you with detailed reports about your pages' visibility on Google. To get started, simply add and verify your site and you'll start to see information right away. [Learn more »](#)

-  **Get Google's view of your site and diagnose problems**
See how Google crawls and indexes your site and learn about specific problems we're having accessing it.
-  **Discover your link and query traffic**
View, classify, and download comprehensive data about internal and external links to your site with new link reporting tools. Find out which Google search queries drive traffic to your site, and see exactly how users arrive there.
-  **Share information about your site**
Tell us about your pages with Sitemaps: which ones are the most important to you and how often they change. You can also let us know how you would like the URLs we index to appear.

Sign in Google

Email

Password

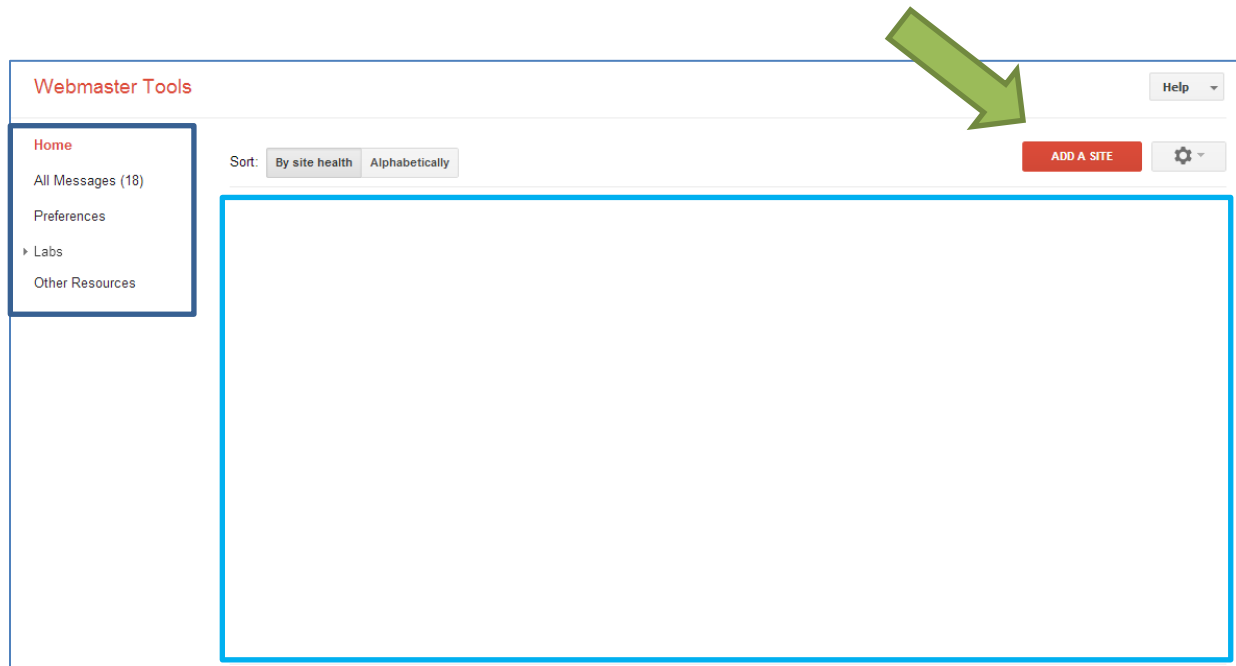
Stay signed in

[Can't access your account?](#)

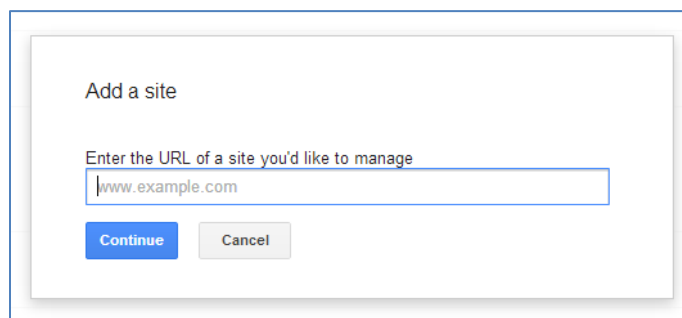
Once you have successfully signed in, you are taken to a dashboard page as shown below.

To the left is your navigation bar (dark blue highlight) with the center being an area for viewing the websites you will manage (light blue highlight).

Click the Add A Site button to add begin the process of adding your website.



You are presented with the following modal to enter your website. Be mindful when entering your website that the URL needs to be exactly as you would see it in a web browser. If your website uses [www.](http://www.yourdomainname.com), then use www.yourdomainname.com. If your website does not use [www.](http://www.yourdomainname.com), then use yourdomainname.com. Be sure to replace “yourdomainname” with your respective domain name for your website. Enter your website’s domain name and click continue.



You are presented with a few options as to how to verify your website. The recommend method is downloading an html verification file provided in step 1. Simply download this file and complete steps 2-4. This recommended approach is very simple for website owners not wanting to deal with code or do not possess the coding skillset or enthusiasm to learn code. Although the alternate method of adding verification in code is quite easy as you will view in the next step.

Blue highlights have been placed for security reasons to protect website used in example.

Webmaster Tools

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

Recommended method Alternate methods

Recommended: HTML file upload

Upload an HTML file to your site.

1. Download [this HTML verification file](#). [google8c24████████.html]
2. Upload the file to <http://www.████████.com/>
3. Confirm successful upload by visiting <http://www.████████.com/google8c24████████.html> in your browser.
4. Click Verify below.

To stay verified, don't remove the HTML file, even after verification succeeds.

As discussed in the previous step, there are alternative methods provided for verifying your website as shown below.

Webmaster Tools

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

Recommended method Alternate methods

- HTML tag**
Add a meta tag to your site's home page.
- Domain name provider**
Sign in to your domain name provider.
- Google Analytics**
Use your Google Analytics account.

When selecting the HTML tag option, you are presented with meta tag code for the google-site-verification. Simply copy and paste this code into your website's home page as indicated in the instructions. The second screenshot is a simple example of what the code would look like implemented (green highlight). As a company, we tend to implement this method the most.

Webmaster Tools

Verify your ownership of [http://www. \[REDACTED\].com/](http://www. [REDACTED].com/). [Learn more.](#)

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 <head> section, before the first <body> section.

```
<meta name="google-site-verification" content="IFatS0AK2cVvOgIkjr [REDACTED]" />
```

[▶ 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.

```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml
2 <html>
3 <head>
4 <title> [REDACTED]
5 <meta http-equiv="Content-Type" content="text/html; charset=iso-8859-1">
6 <meta name="google-site-verification" content="IekB_c0ZelIrA4cNlYVl_B4vtx9 [REDACTED]" />
```

The next option is using the domain name provider or registrar provider your website domain name registration. As a company, we tend not to use this option but some do. But you simply sign in and verify ownership of the domain and follow the necessary steps.

Webmaster Tools

Verify your ownership of [http://www. \[redacted\] .com/](http://www. [redacted] .com/). [Learn more.](#)

Recommended method Alternate methods

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

Domain name provider
Sign in to your domain name provider.

Select your domain registrar or provider

[I don't know who this is](#)

Google Analytics
Use your Google Analytics account.

The final option is verifying through the association of your Google Analytics account which we highly recommend you use Google Analytics to track web analytics for your website. You must have an active analytics account and it is imperative the code must be in the <head> of your website's home page.

Webmaster Tools

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

Recommended method Alternate methods

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

Domain name provider
Sign in to your domain name provider.

Google Analytics
Use your Google Analytics account.

- You must be using the [asynchronous tracking code](#).
- Your tracking code must be in the <head> section of your page.
- You must be the admin on the Analytics account.

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

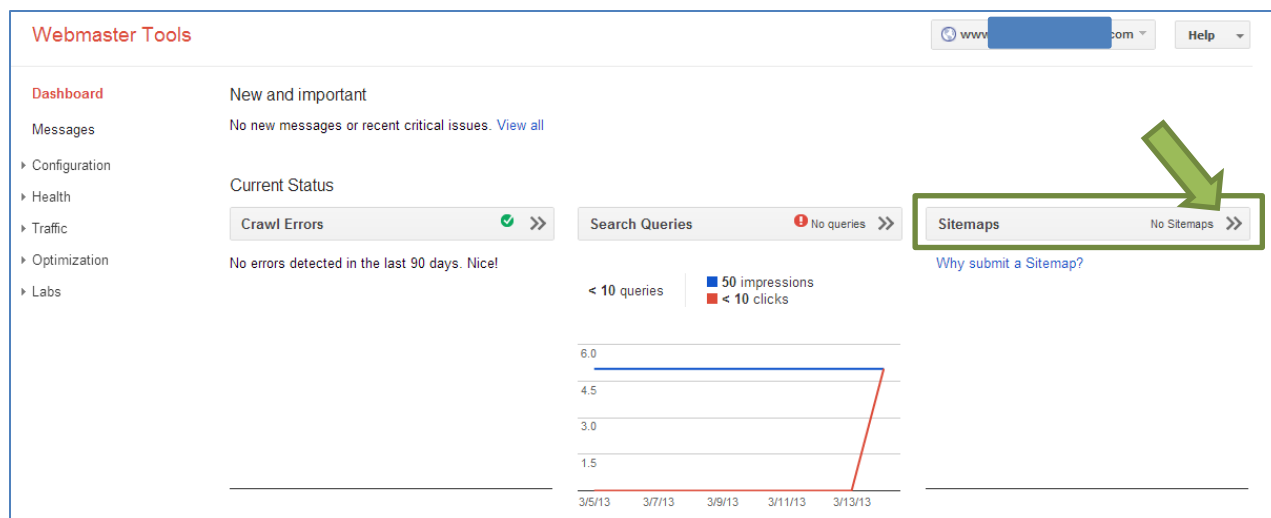
Choose the method and option that best suits your technical expertise and click the Verify button to proceed with the verification of your website.

Upon successfully verifying your website, you are taken to the dashboard page as shown below. The dashboard displays any crawl errors encountered when search spiders crawl your website, shows the number of search queries, search impressions and search clicks for your website, and to the far most right is the sitemap. Now that you've successfully verified your website, it is time for you to submit a sitemap for your website.

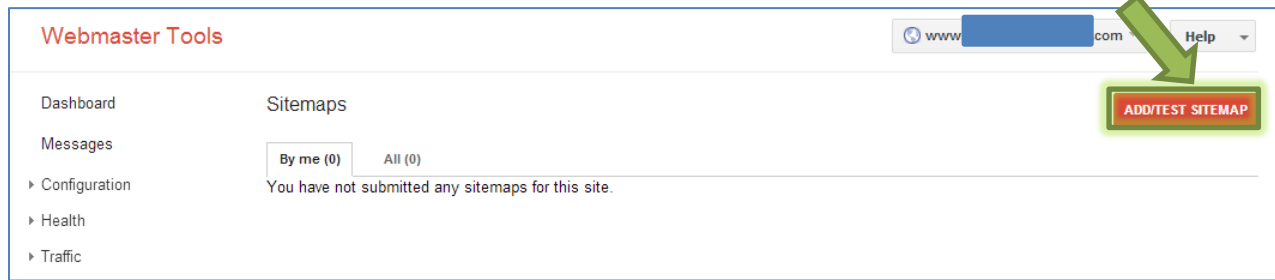
Why is a sitemap important for your website? Think of sitemaps much like having a map when traveling. Sitemaps are the architectural linking structure that can be used by humans (html formatted sitemap) as well as search engine robots (xml formatted sitemap) to find specific information about your website. Sitemaps formatted for search engine robots instructs the search engine robots where you would like it to go in terms of indexing content via linkage relationship.

The biggest advantage of having a sitemap for your website is not having to rely on external links directing search engine robots to your website. This greatly helps a new website that has low to no external linkage relationships with other websites.

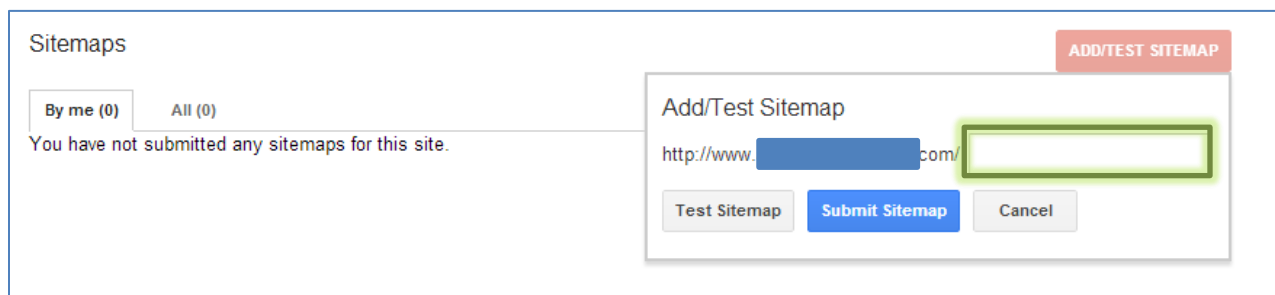
If you don't have a sitemap, as indicated below in the example, head over to XML-sitemaps.com and create a free sitemap for your website and follow the instructions. If your website is greater than 500 pages, you'll need to sign up for a paid account to receive an auto generated sitemap. Once your website sitemap has been created and uploaded to the necessary area, click the Site maps nav bar or arrows as shown below.



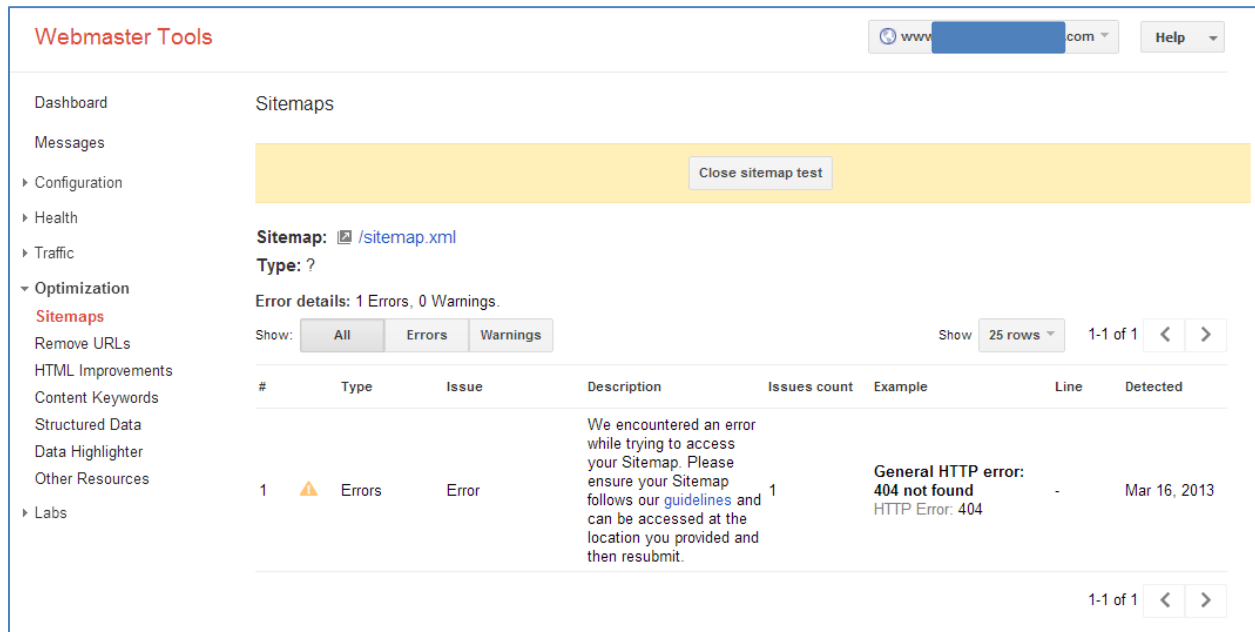
Now click the Add/Test Sitemap button as shown below.



Enter 'sitemap.xml' into the text box as shown below. If you would like to test the sitemap, click test and it will try to verify the sitemap exists. Typically, one is okay to press the Submit Sitemap but it never hurts to test.



Should you test your website's sitemap and receive an error that the sitemap could not be verified, you'll receive the message as shown below.



The screenshot shows the Google Webmaster Tools interface for a website. The left sidebar contains navigation options: Dashboard, Messages, Configuration, Health, Traffic, Optimization (with Sitemaps selected), Remove URLs, HTML Improvements, Content Keywords, Structured Data, Data Highlighter, Other Resources, and Labs. The main content area is titled 'Sitemaps' and shows a 'Close sitemap test' button. Below this, it displays 'Sitemap: /sitemap.xml' and 'Type: ?'. An error summary states 'Error details: 1 Errors, 0 Warnings.' A table below shows the error details:

#	Type	Issue	Description	Issues count	Example	Line	Detected
1	Errors	Error	We encountered an error while trying to access your Sitemap. Please ensure your Sitemap follows our guidelines and can be accessed at the location you provided and then resubmit.	1	General HTTP error: 404 not found HTTP Error: 404	-	Mar 16, 2013

Should you successfully test or submit your website's sitemap, you'll receive the message as shown below. Congratulations, you now have a verified website, a sitemap, and sitemap submission to one of the world's largest search engines, Google.

Feel free to repeat the process on a monthly or quarterly basis. Google makes it easy by simply checking the checkbox on the sitemap listed below and pressing the Resubmit button.

The more content you add to your website, you'll begin to notice that the number of submitted pages and indexed pages could be different. This is okay as it could just be a slight delay in the last time your sitemap was processed which is shown below in the grid.

Webmaster Tools

Dashboard Messages Configuration Health Traffic Optimization **Sitemaps** Remove URLs HTML Improvements Content Keywords Structured Data Data Highlighter Other Resources Labs

Sitemaps **ADD/TEST SITEMAP**

By me (1) All (1)

Sitemaps content

All content types

Submitted 5 Indexed 5

Web pages

Submitted 5 Indexed 5

6.0 4.5 3.0 1.5

Web

Sitemaps (All content types)

Download All Resubmit Delete

Show 25 rows 1-1 of 1

	Type	Processed	Issues	Items	Submitted	Indexed
<input type="checkbox"/>	Sitemap	Mar 14, 2013	-	Web	5	5

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