

How to enable access for your SEO team so they can manage your website

Step-by-step approach

Google Search Console

01

It shows how Google "sees" your website. It allows us to track keyword rankings, identify pages with crawling or indexing errors, and submit sitemaps to ensure your web pages appear correctly in organic search results



Google Analytics

02

To track what happens after a visitor lands on your site. It provides actionable data on user behavior, conversion rates, and bounce rates, helping to prove which SEO strategies are successfully turning organic traffic into leads or sales.



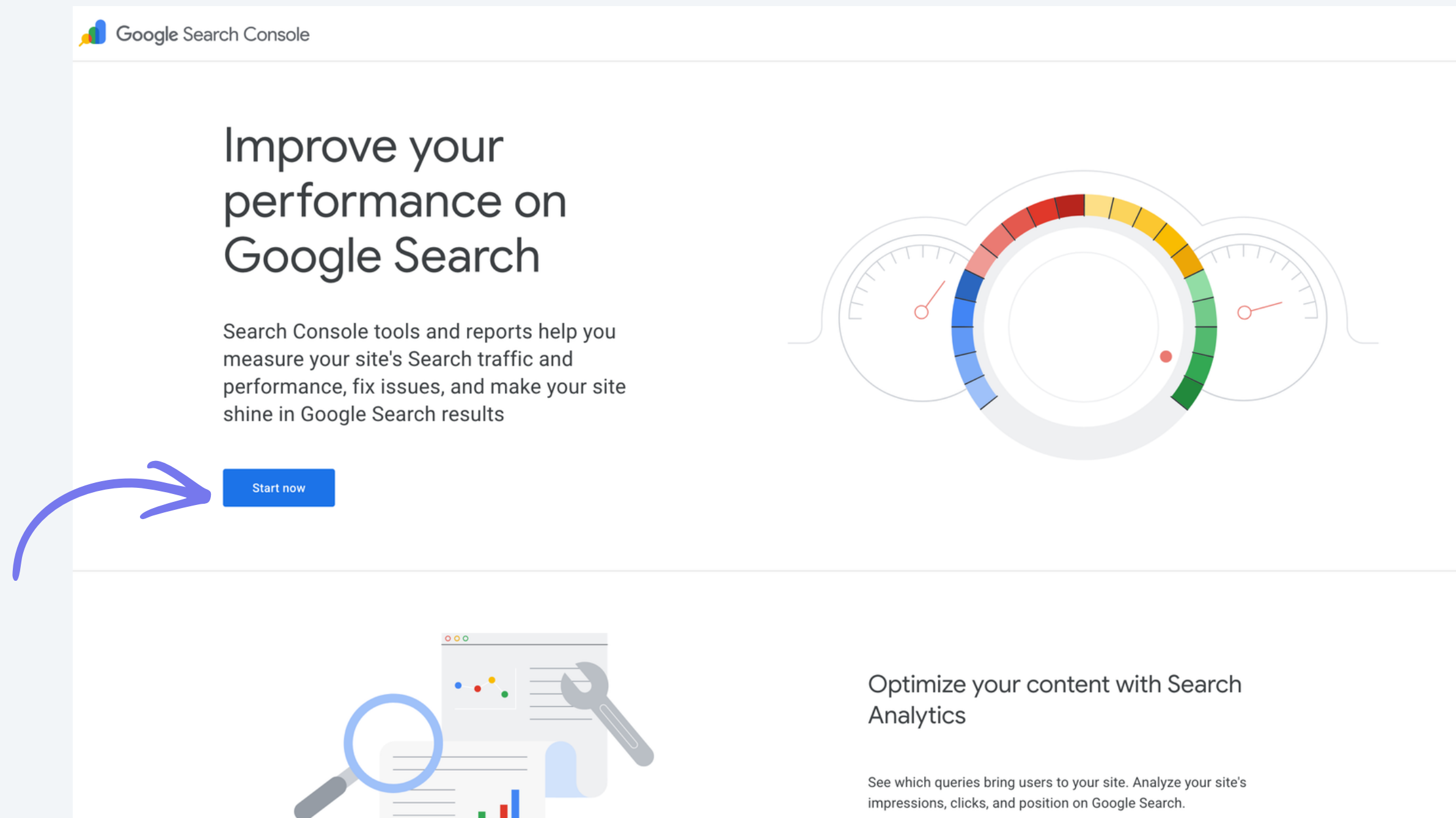
Google Business Profile

03

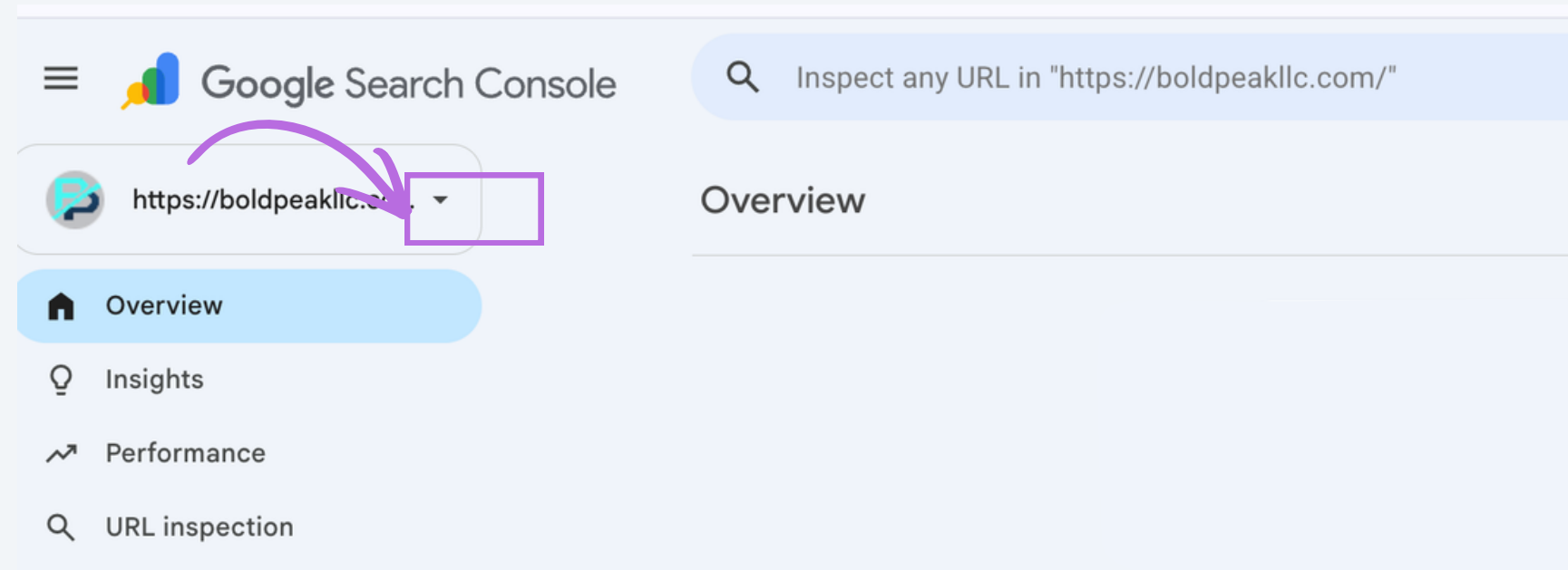
Required for local visibility, managing this allows us to optimize your presence on Google Maps and local search packs. It is used to update business hours, post offers, and manage customer reviews to boost local rankings.



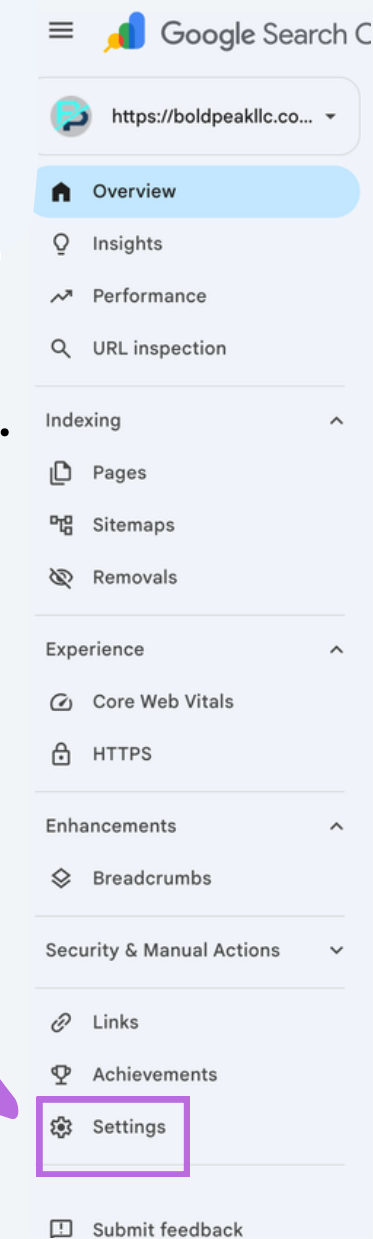
- ① **Navigate to <https://search.google.com/search-console/>**
- ② **Login using the Google account associated with your website**



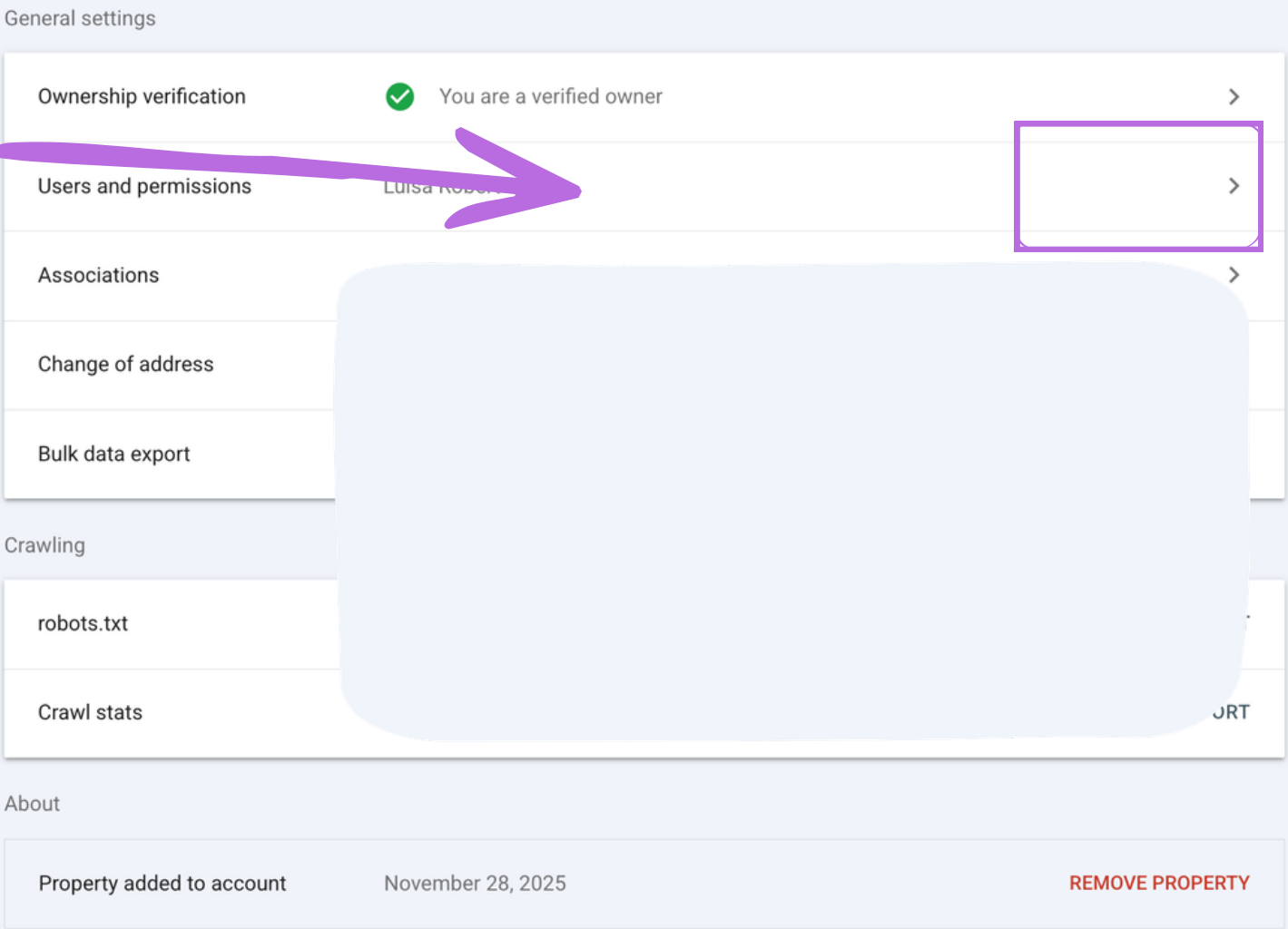
- ③ Select the correct website from the property dropdown menu in the top-left corner.



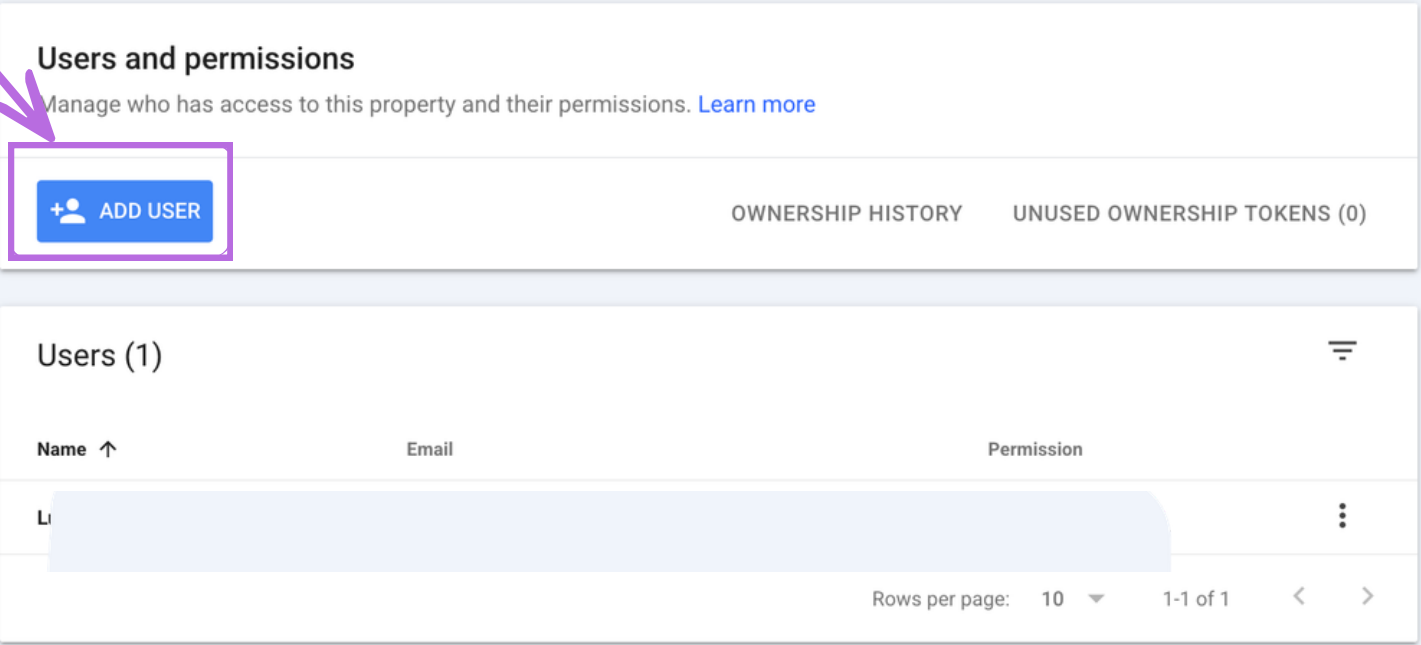
- ④ Open Settings: Scroll to the bottom of the left navigation panel and click Settings.



⑤ Click on Users and permissions in the main center panel.



⑥ Click on Add User. A pop up will show up.



⑦ Give the user Full Permissions

⑧ Type the person's valid Google Account email address (e.g testemail@gmail.com)

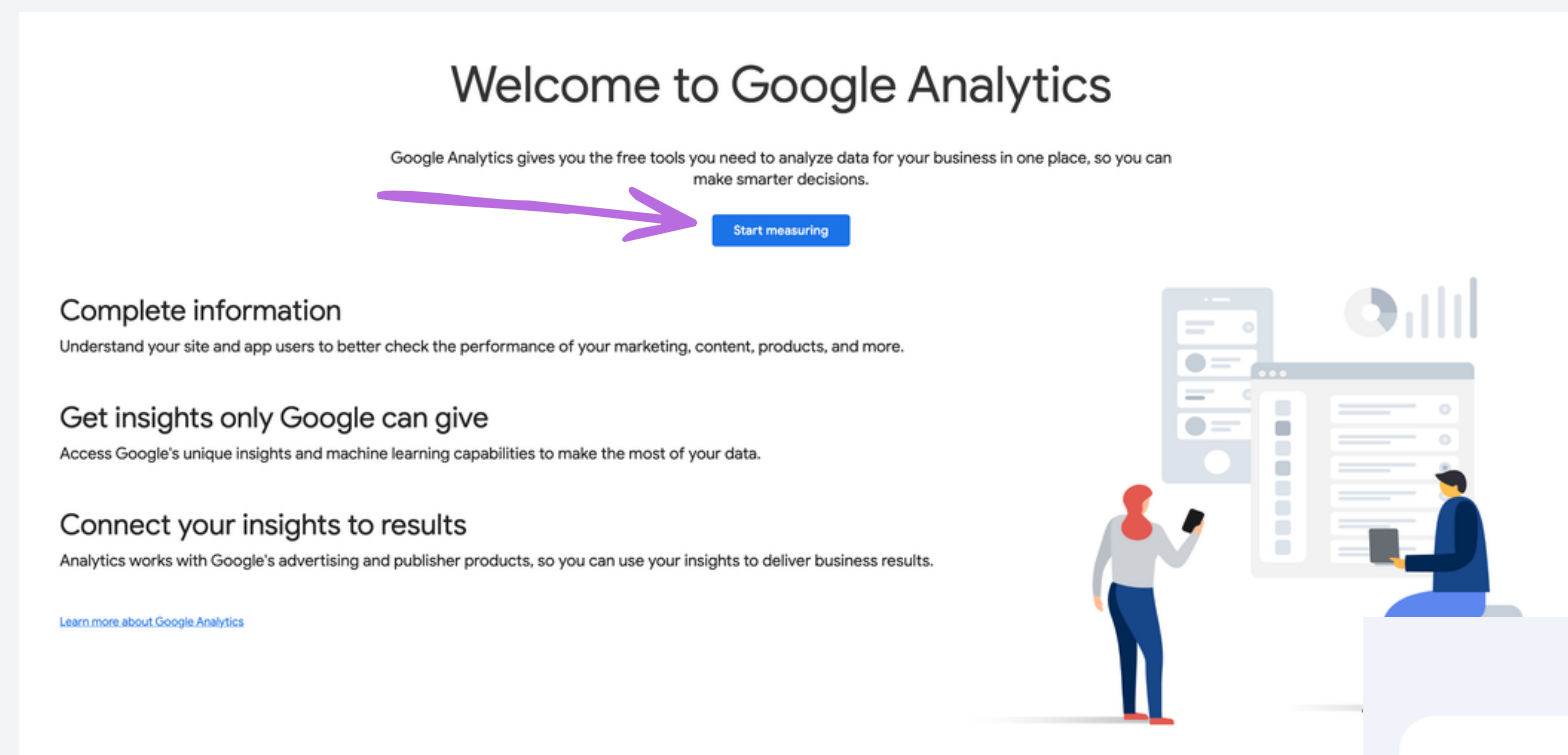
The screenshot shows the 'Add user' dialog box. The 'Email address' field is highlighted with a purple box and contains the text 'testemail@gmail.com'. Below it, the 'Permission' dropdown menu is open, showing 'Full' as the selected option. At the bottom right of the dialog, the 'ADD' button is highlighted with a purple box. A purple arrow points from the text in step 8 to the email address field.

The screenshot shows the 'Users and permissions' page. The 'Add user' dialog box is open, and the 'Full' option under the 'Permission' section is highlighted with a purple box. A purple arrow points from the text in step 7 to this 'Full' option.

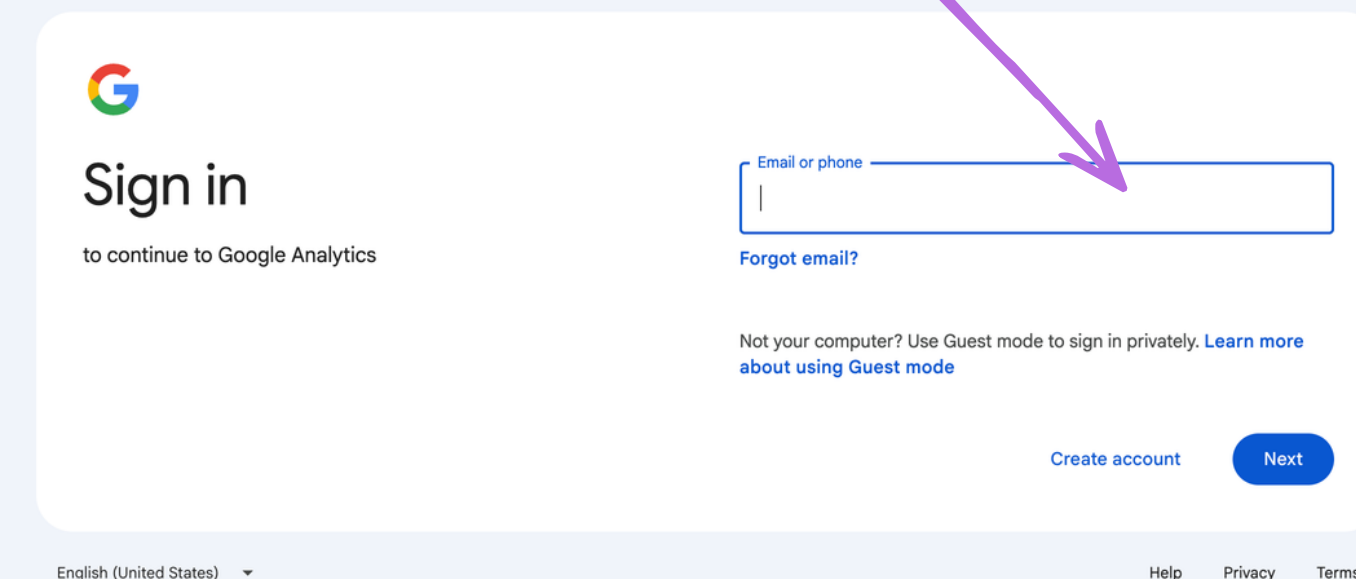
⑨ Click Add to finalize the user access.



- ① Navigate to: **<https://analytics.google.com/>**
- ② Login using the Google account associated with your website

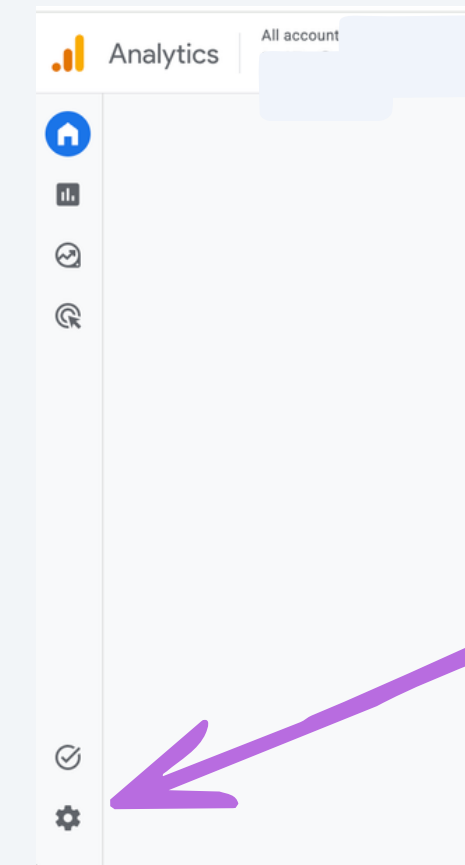
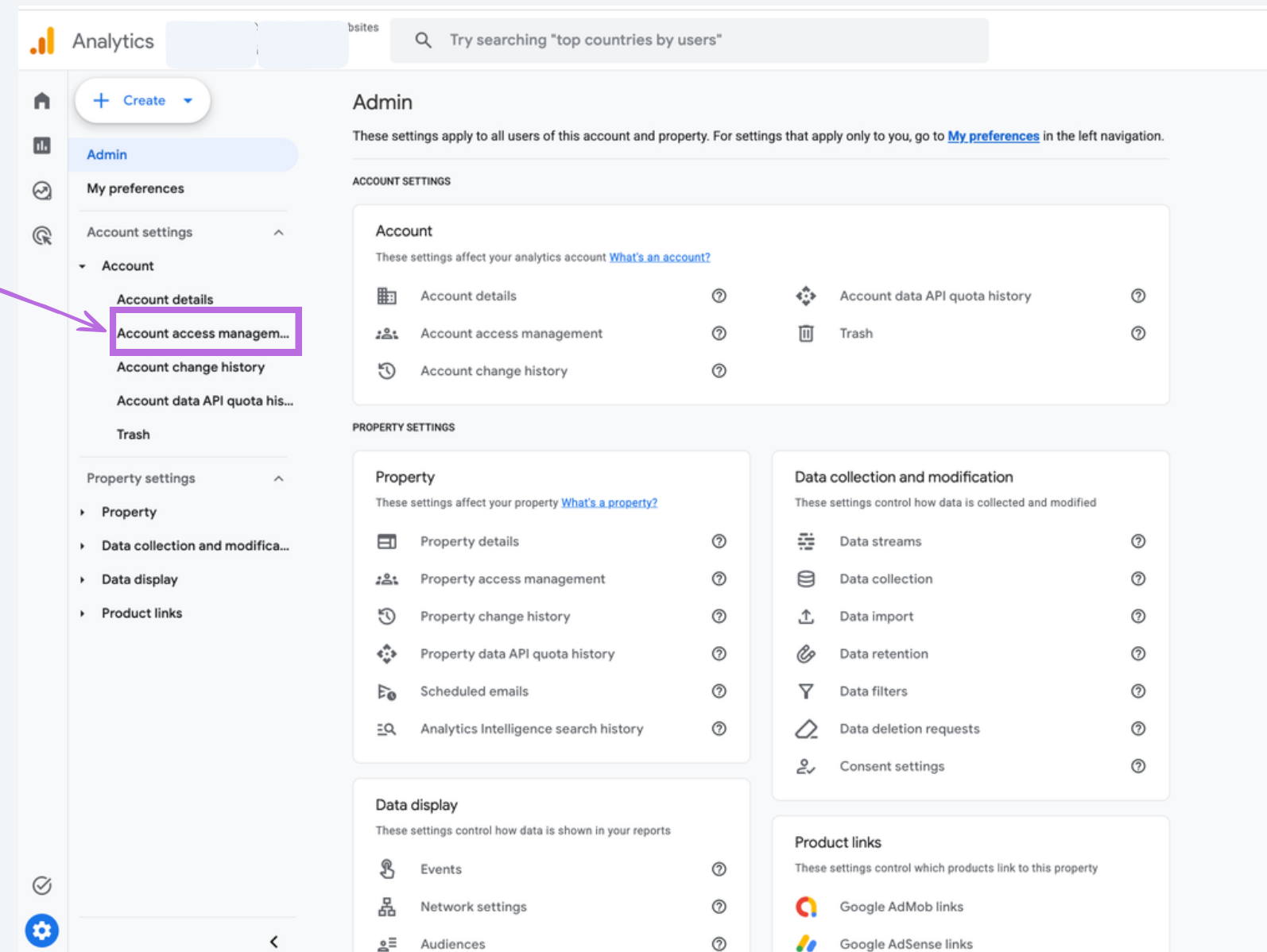


You will see either screen.

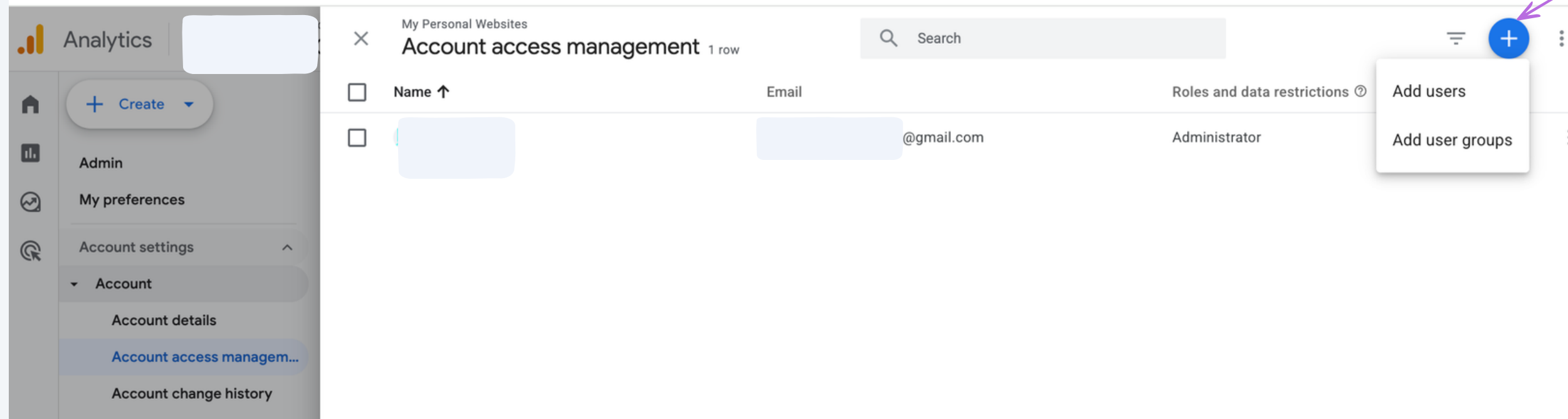


③ Click on the settings wheel and select Admin

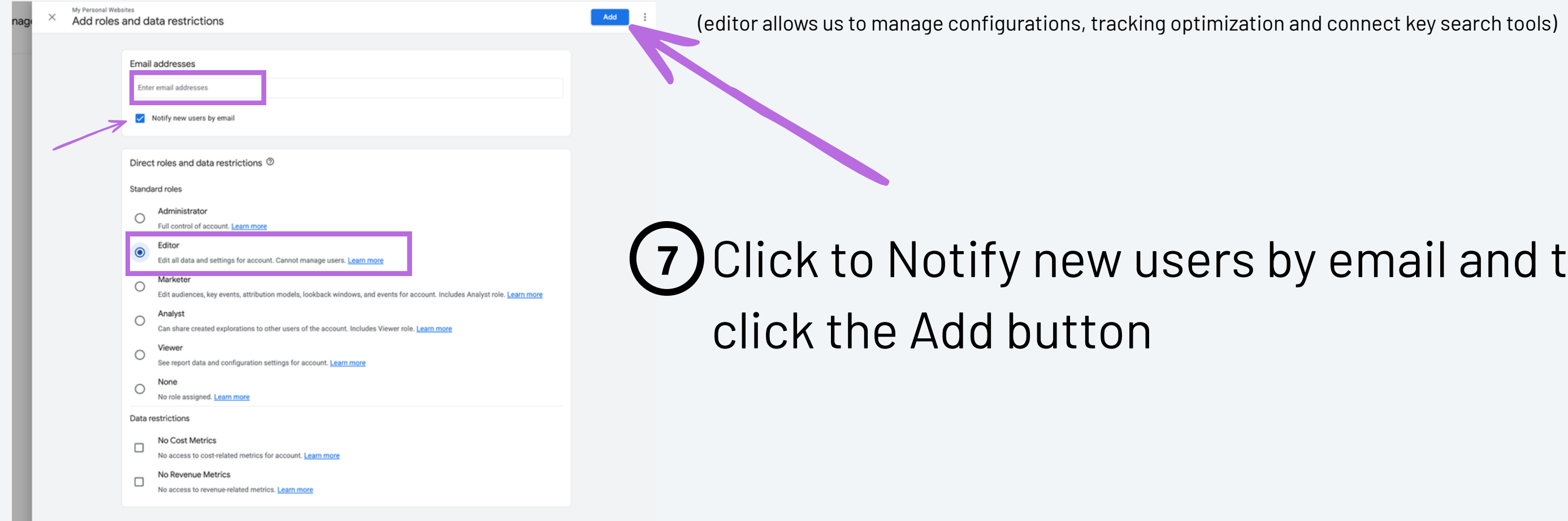
④ Under Account Settings, Select Account > and choose Account access management



⑤ Click on the + sign and select Add Users



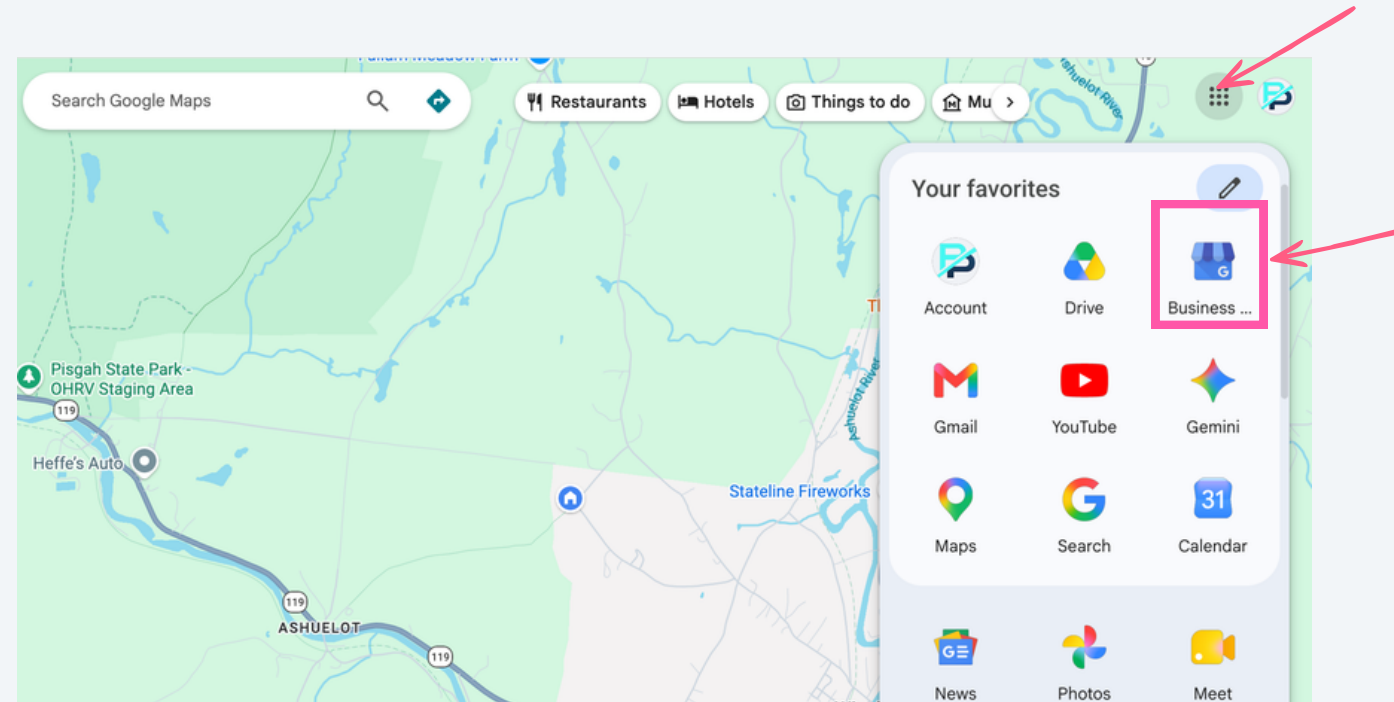
⑥ Enter their Google Email Address and select 'Editor' for the Standard role.



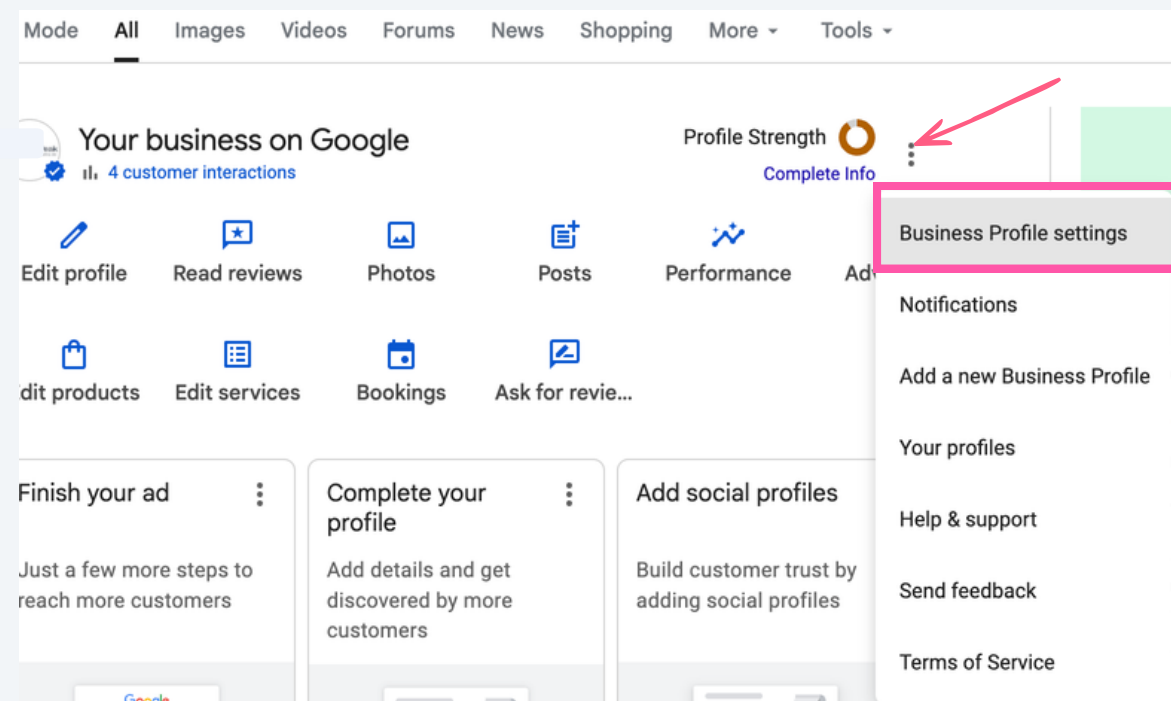
⑦ Click to Notify new users by email and then click the Add button



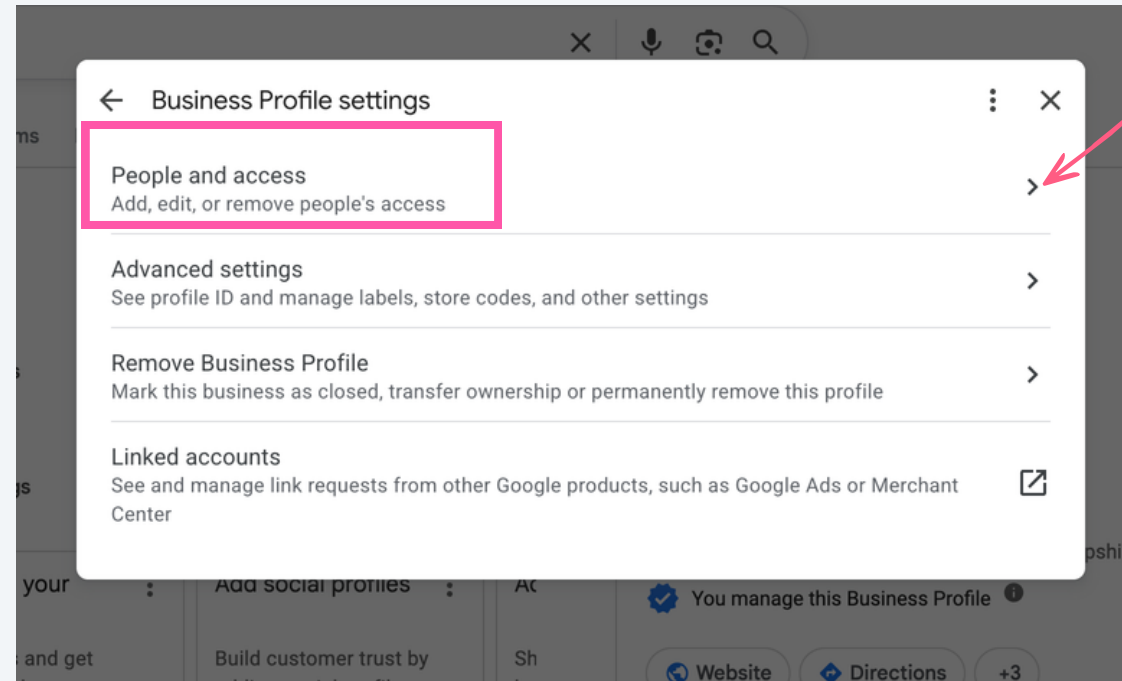
- ① Sign into your Google account and navigate to <https://maps.google.com/>
- ② Click on the dots section next to your account photo and select Business Profile Manager



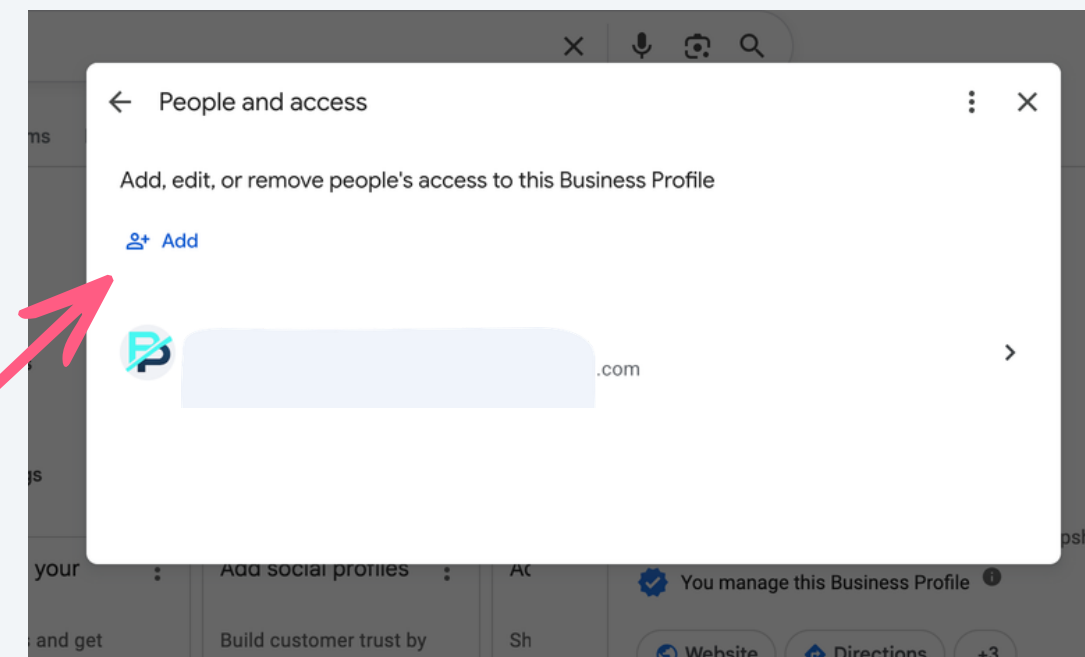
- ③ Click on the vertical dots and select Business Profile Settings



④ From the Pop up, select People and access



⑤ Click on the Add button



⑥ Enter the Email address > assign the Manager role and then click Invite
They will receive an email about it.

