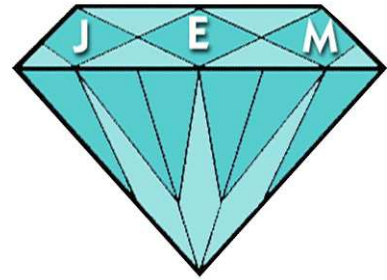


Amendment



## Become a Google Webmaster

Note: You need a Google account to do this. They are Free.

Go to [www.google.com/webmasters/tools/](http://www.google.com/webmasters/tools/) and Sign In

### Google 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.

Click on Add A Site  
or for information

### Google webmaster tools

- Home
- [Messages](#)
- Help with:
  - [Adding a site](#)
  - [Getting help](#)
  - [Site reconsideration](#)
  - [Google 101](#)
  - [Message forwarding](#)

**Home**

Messages Don't forward messages

You have no unread messages.

[More >](#)

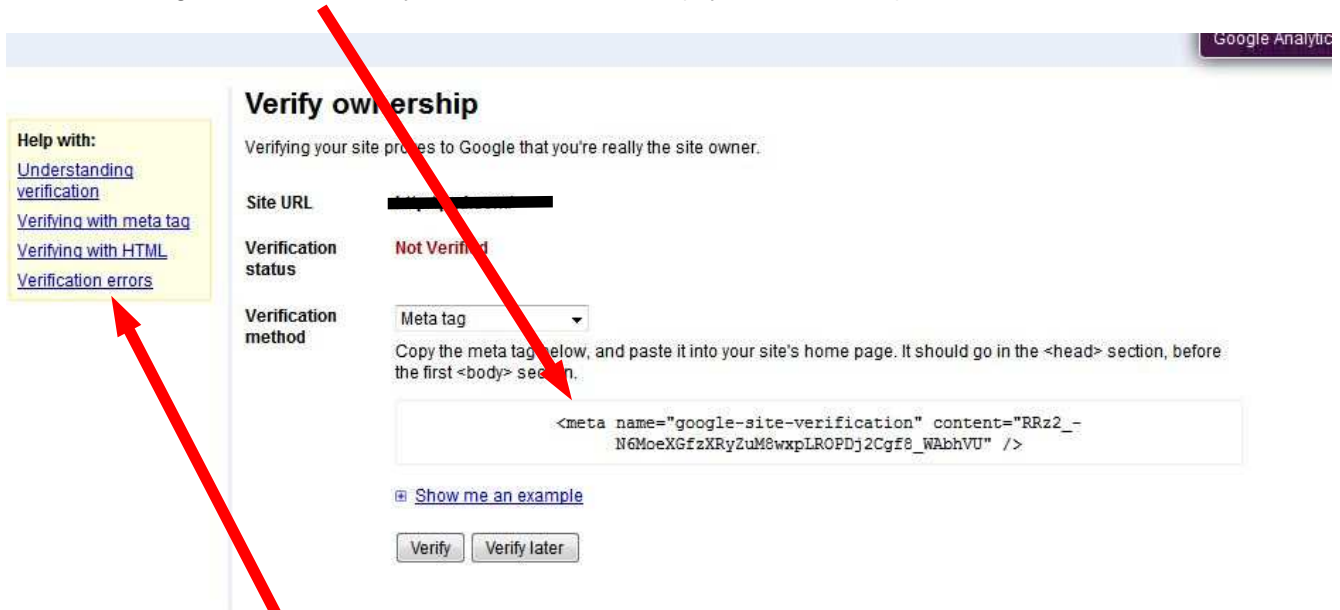
Sites

Welcome to Webmaster Tools. To get started... [+ Add a site...](#)

A window will “pop open” below the “Add A Site” icon

Enter your URL, <continue> . A new window will open to allow verification. There are two ways to accomplish.

#1. Add the generate meta to your source code.....(if you know how)



The screenshot shows the 'Verify ownership' page for Google Analytics. On the left, there is a 'Help with:' section with links for 'Understanding verification', 'Verifying with meta tag', 'Verifying with HTML', and 'Verification errors'. A red arrow points from the 'Verifying with meta tag' link to the 'Meta tag' dropdown menu in the 'Verification method' section. The 'Verification method' section includes instructions: '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.' Below this is a text box containing the meta tag code: `<meta name="google-site-verification" content="RRz2_-N6MoeXGfzXRyZuM8wpxLROPDj2Cgf8_WAbhVU" />`. At the bottom of this section are 'Verify' and 'Verify later' buttons. The 'Verification status' is 'Not Verified'.

For more information.

#2 Or by uploading a HTML file



The screenshot shows the 'Verify ownership' page for Google Analytics. On the left, there is a 'Help with:' section with links for 'Understanding verification', 'Verifying with meta tag', 'Verifying with HTML', and 'Verification errors'. A red arrow points from the 'Verifying with HTML' link to the 'Upload an HTML file' dropdown menu in the 'Verification method' section. The 'Verification method' section includes instructions: '1. Download this HTML verification file. [google69e6722443d74cc6.html]', '2. Upload the file to http://pgd.com/', '3. Confirm successful upload by visiting http://pgd.com/google69e6722443d74cc6.html in your browser.', and '4. Click the verify button below.' Below this are 'Verify' and 'Verify later' buttons. The 'Verification status' is 'Not Verified'.

To upload a HTML file, you will need:

#1. A FTP (File transfer protocol) program.

Mozilla Firefox has a plugin called FireFTP I use. It is free of charge. Search for "Firefox FTP plugin" and download Or click <http://fireftp.mozdev.org/> Install. You will probably be prompted to restart Firefox. FireFTP will appear in Firefox browser under your "tools" pulldown on the top bar.



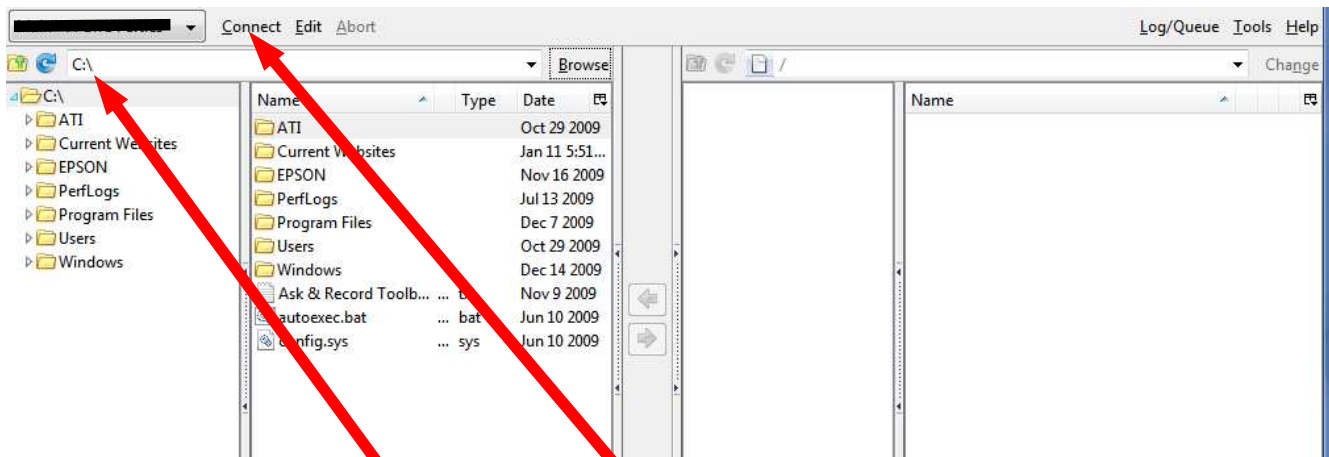
It will have the "Seahorse" (right) Icon before it, only on a white background.

You will need the following information from your host. Don't be alarmed, you can "test" the connection to make sure you did it correctly.

#2. From you host -

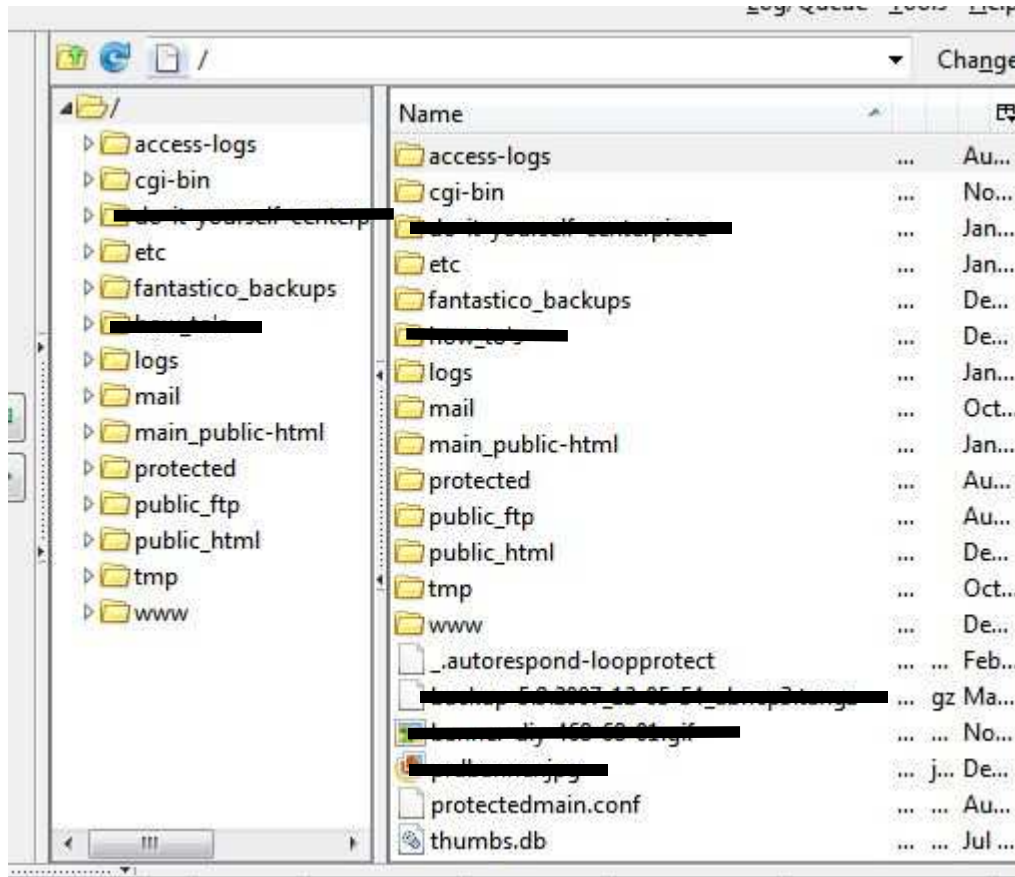
- ✓ Account name
- ✓ FTP address (named server)
- ✓ Port (generally 21)
- ✓ Folder name (generally public\_html)
- ✓ User Name
- ✓ Password

When you open FireFTP the following screen appears:



Locate the folder with the file.... Establish connection.

The right side of the display will populate once connection is made...



Open the appropriate server file (once again - probably public\_html), highlight the downloaded Google file on the left screen, and click on the right arrow to upload.

OR

Access the folder through your Host (i.e. via cPanel) that has a File Manager program. Locate the upload file command. Follow the instructions to upload and "browse" your hard drive for the file.

Contact your Host's technical support if you have any difficulty.

Finally

Notify Google of the upload and await notice that you are verified.

On your next Google accounts sign in "My Products" should be expanded to include "Webmaster Tools". Read and follow what Google recommends and says. There is a wealth of information.

JEM division of  
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Buffalo Grove, IL

<http://www.diywebjem.com>  
(847) 634-6535  
Skype enabled

Google also has a Webmaster Blog which you can sign up for email newsletters.

They have a Video channel on YouTube as well.

Matthew Cutts is one of their spokespeople who I follow whenever I can.

Michael Yublosky  
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