Set up web analytics

Verify Site Ownership in Google Webmaster Tools

Next: Troubleshoot common tracking setup mis…

If you use Google Webmaster Tools to consolidate data about your websites, you now have a simple option to verify ownership of your site when you use the asynchronous tracking code.

1. Install the asynchronous tracking code on your pages.
2. Go to Webmaster Central - Verification home to add your site.
3. On the *Verify ownership* page, select **Link to your Google Analytics account**.
4. Click **Verify**.

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For sites and apps using Universal Analytics, some information about data collection might be different. Find out more about Universal Analytics.

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