

1. Google Analytics 4 (GA4)

1. Login:

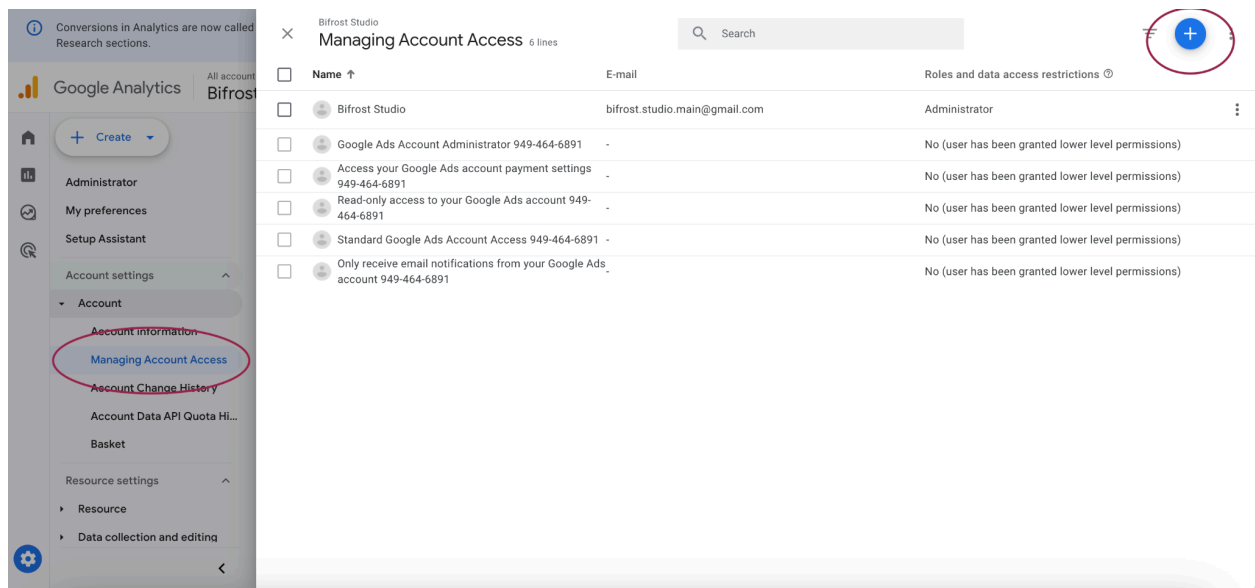
Log in to your Google Analytics account at analytics.google.com.

2. Go to Admin Panel:

- In the left sidebar, click **Admin**.
- Under the **Account Settings** or **Property Settings**, locate **Account Access Management** or **Property Access Management**.

3. Add User:

- Click the blue **+** button in the top-right corner and select **Add users**.
- Enter the agency's email address: **55digitalonlineinfo@gmail.com**
- Set permissions to **Editor**
- Click **Add** to save.



2. Google Search Console (GSC)

1. Login:

Log in to your GSC account at search.google.com/search-console.

2. Select the Property:

- Choose the correct property where you want to grant access.

3. Grant Access:

- Click on the **Settings** icon in the left sidebar.
- Navigate to **Users and permissions**.
- Click the blue **Add User** button.
- Enter the agency's email address: **55digitalonlineinfo@gmail.com**

- Assign **Full Access** for configuration
- Click **Add** to confirm.

The screenshot displays the Google Search Console interface. On the left is a navigation sidebar with the following items: Shopping (expanded), Shopping tab listings, Enhancements (expanded), Breadcrumbs, FAQ, Videos, Security & Manual Actions, Links, Settings (highlighted in blue), Submit feedback, and About Search Console. The main header area includes the Google Search Console logo and a search bar containing the text 'Inspect any URL in "55digital.online"'. Below the header, the breadcrumb path 'Settings > Users and permissions' is visible. The main content area is titled 'Users and permissions' with the subtitle 'Manage who has access to this property a'. A blue 'ADD USER' button is present. Below this, a section titled 'Users (1)' shows a table with one user: Roman Boiarchuk (you).

Google Search Console

55digital.online

Shopping

Shopping tab listings

Enhancements

Breadcrumbs

FAQ

Videos

Security & Manual Actions

Links

Settings

Submit feedback

About Search Console

Inspect any URL in "55digital.online"

Settings > Users and permissions

Users and permissions

Manage who has access to this property a

ADD USER

Users (1)

Name ↑
Roman Boiarchuk (you)

3. Google Ads

1. Login:

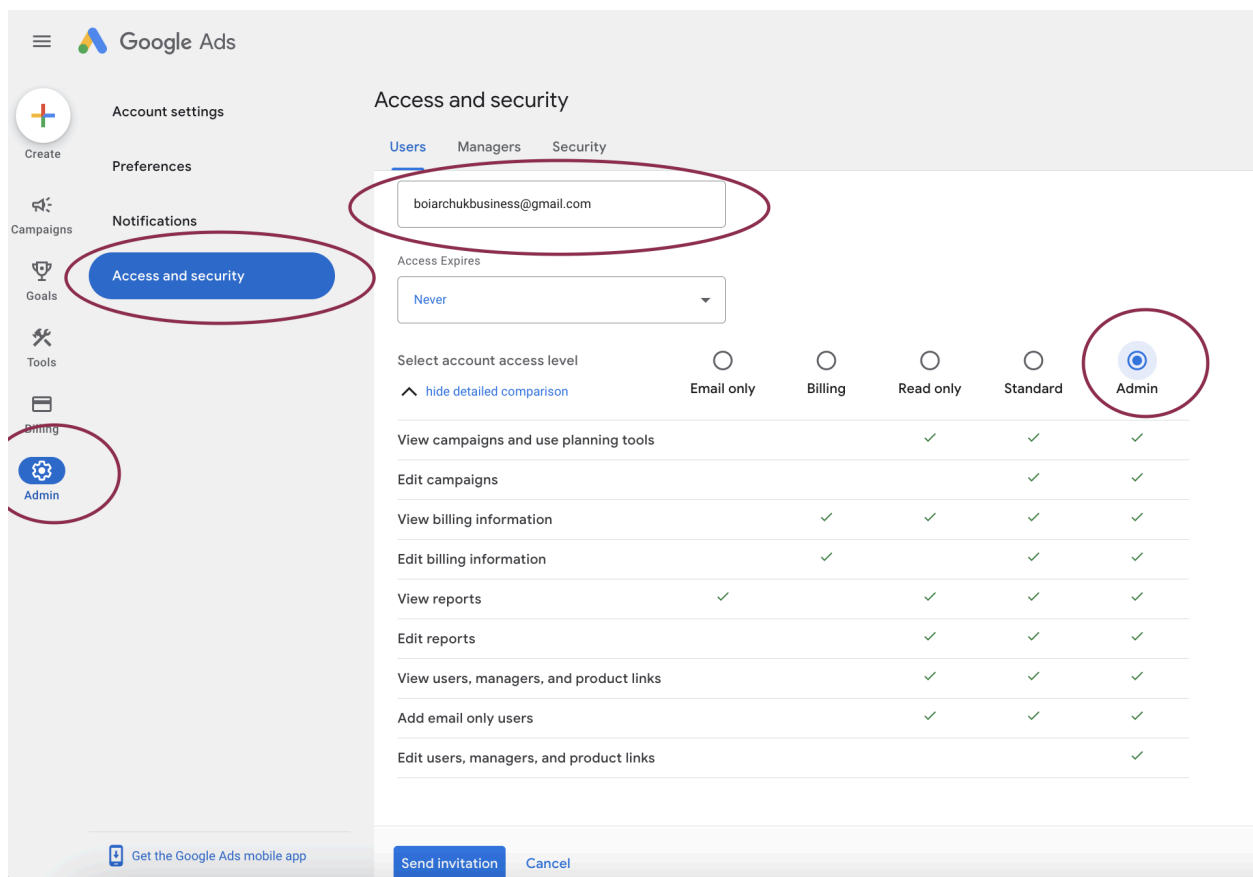
Log in to your Google Ads account at ads.google.com.

2. Go to Access Settings:

- In the top-right corner, click on the **Tools & Settings** icon.
- Under **Setup**, select **Access and security**.

3. Add User:

- Click on the blue **+** button.
- Enter the agency's email address: **55digitalonlineinfo@gmail.com**
- Choose the appropriate access level:
 - **Admin**
- Click **Send Invitation**.



3.1 . Google Merchant Center (For E-Comm)

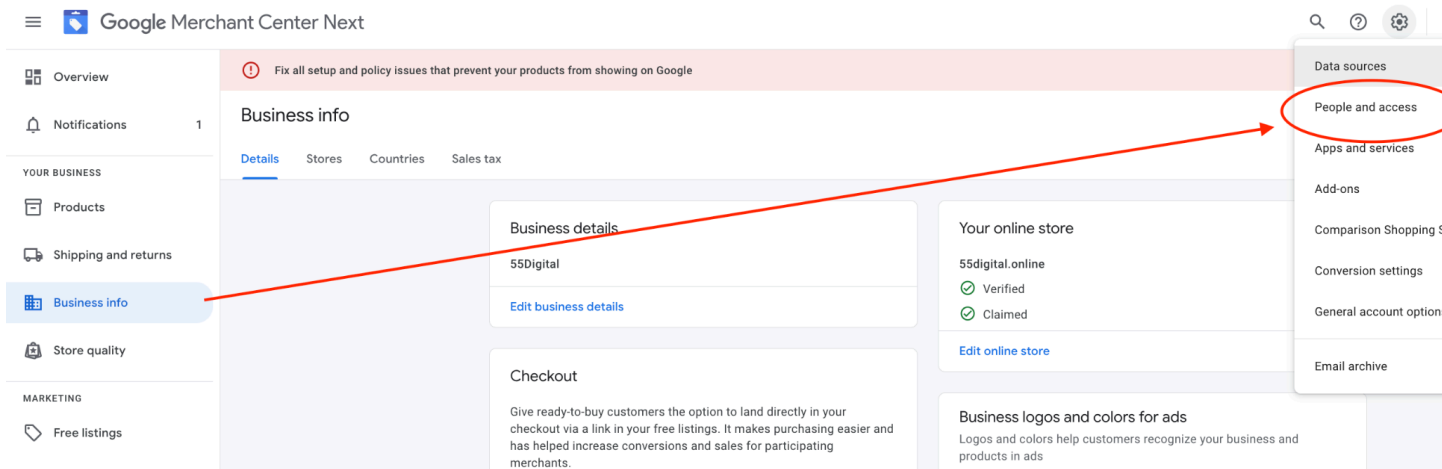
To allow us access to your Google Merchant Center, please follow the steps below:

Step 1: Log in to Google Merchant Center

1. Visit [Google Merchant Center](#) and sign in.

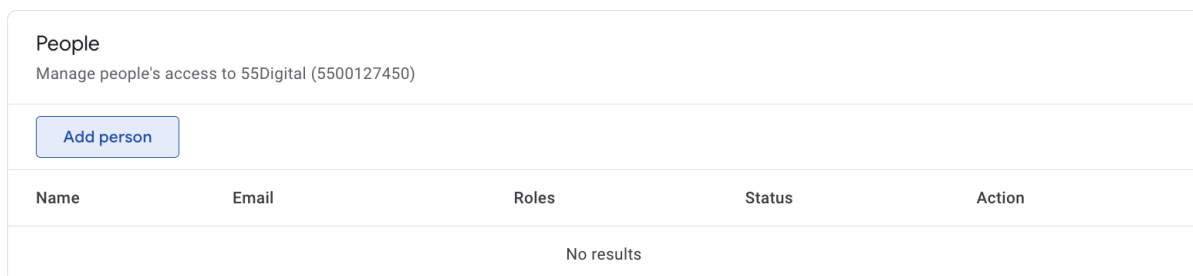
Step 2: Access the Account Settings

1. Click the **Settings** (gear icon) in the top right corner.
2. Select **Account access** from the dropdown menu.



Step 3: Add Our Team Member

1. Click the **+ Add user** button.
2. Enter our email: **55digitalonlineinfo@gmail.com**
3. Choose the **Admin** role for full access



Access type

Select access type




Admin

Admins are users with beyond standard access. Admins may add, remove, or edit users. Only admins can add and remove apps and stores to Merchant Center.

[Learn more](#) 




Standard

This person has access to Merchant Center but can't access performance data and manage apps, stores or people's access. [Learn more](#) 



Performance and insights

This person can access performance data and create and edit performance reports. [Learn more](#) 

Step 4: Send the Invitation

1. Click **Invite** to send the request.
2. We will accept the invitation to complete the setup.

3.2. Google Tag Manager

Steps to Grant Access:

1. Log in to Google Tag Manager

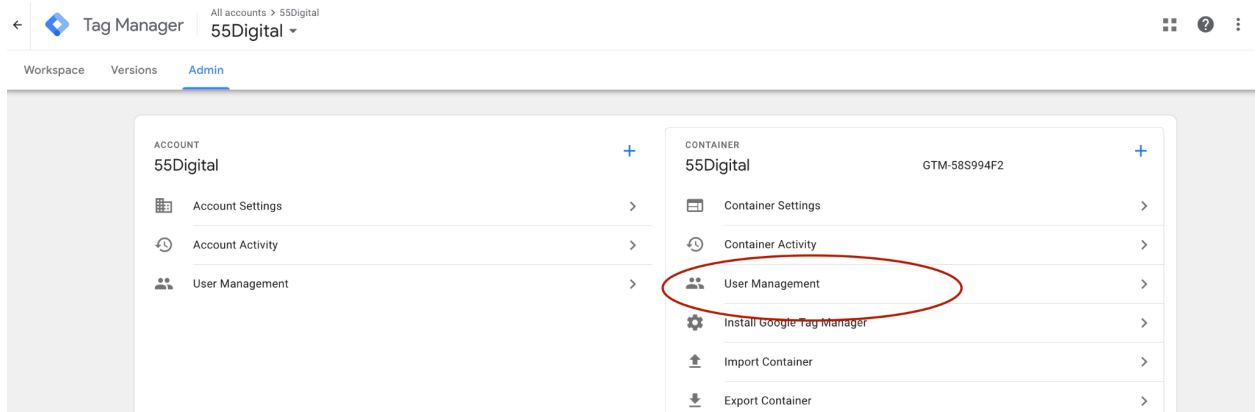
1. Open your web browser and go to [Google Tag Manager](#).
2. Log in with your Google account credentials.

2. Select the GTM Account and Container

1. On the GTM dashboard, identify the account associated with the project.
2. Select the container for which access needs to be granted.

3. Access the Admin Panel

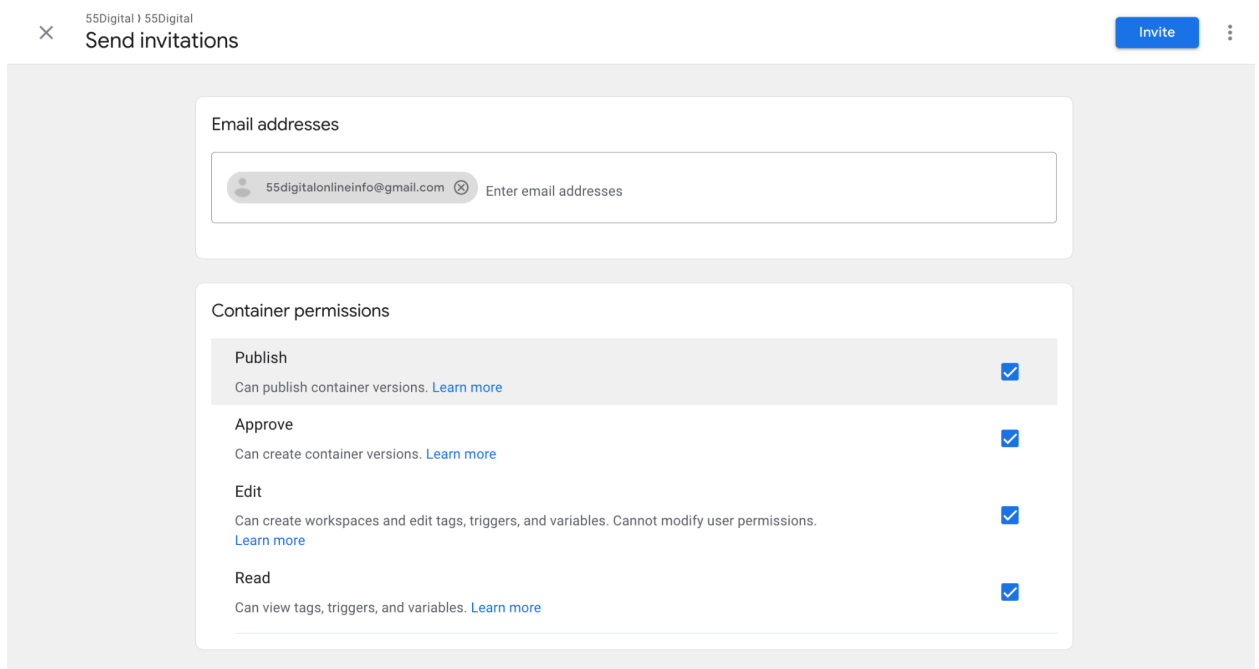
1. In the top navigation bar, click on the **Admin** tab.
2. Under the **Container Settings**, locate and click on **Access Management**.



4. Add a New User

1. Click the + (Add) button and select **Add Users**.
2. Enter the email address of the person you want to invite.

55digitalonlineinfo@gmail.com



5. Set Permissions

1. Select the appropriate permission level for the user:
 - o **Publish**: Full access to edit, approve, and publish changes.
2. Adjust permissions as needed based on the user's role and responsibilities.

6. Save Changes

1. After configuring permissions, click the **Invite** button.

2. The user will receive an email invitation to access the GTM container.

4. Website Hosting (FTP or cPanel Access)

Please refer to your hosting provider's instructions on how to grant access to our email. If direct access sharing is not possible, you can simply provide us with the login and password for FTP or cPanel.

Let us know if you need any assistance!

5. CMS (Content Management System) access (e.g., WordPress, Shopify, etc.)

Please refer to your CMS provider's instructions on how to grant access to our email. If direct access sharing is not possible, you can simply provide us with the login and password for CMS.

Let us know if you need any assistance!

6. Microsoft Clarity

Overview

Clarity tour

Team

Setup

Masking

Team

+ Add team member

RB Roman Boiarchuk

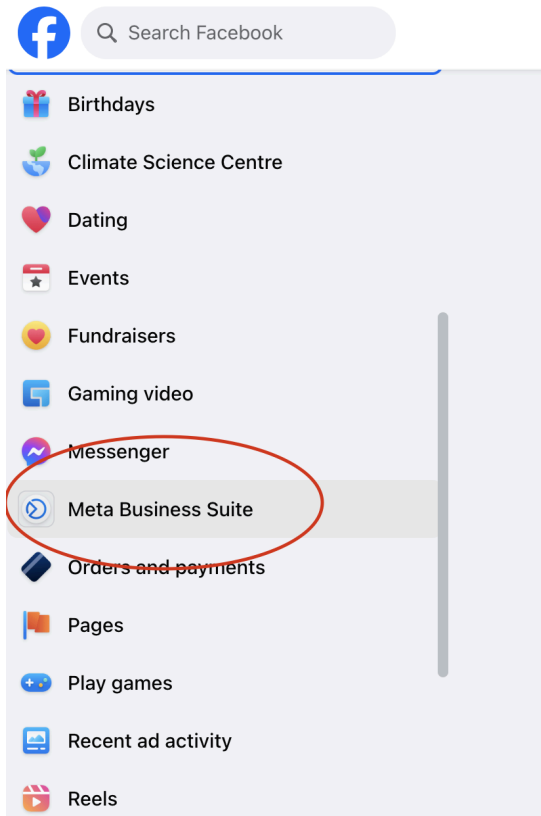
?

7. Creating a Facebook Ads Manager with a New Facebook Account

Step 1: Log in to Your Facebook Account

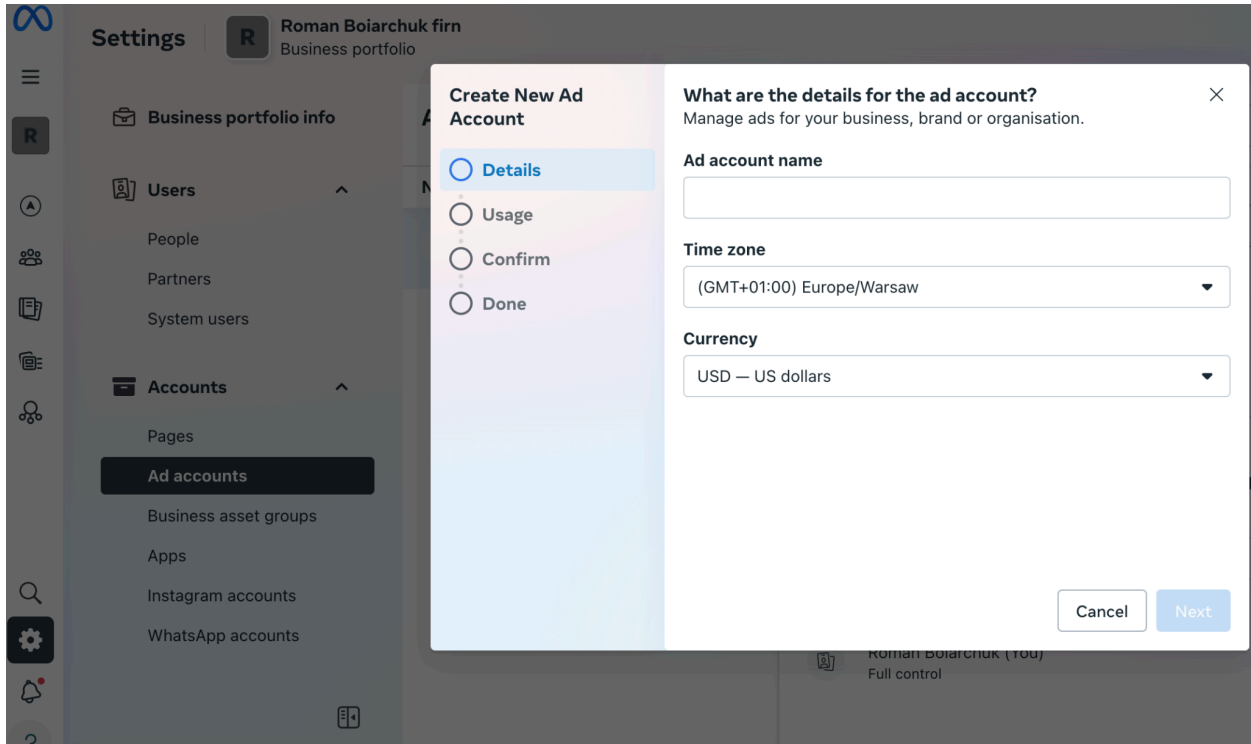
1. Go to [Facebook](#) and log in using your credentials.
 2. Ensure your account is verified with an email address or phone number.
-

Step 2: Access Facebook Business Suite



1. Visit [Facebook Business Suite](#).
 2. Click **Create Account** or **Get Started** if prompted.
 3. Enter the name of your business and the email address you want to associate with your Ads Manager.
 4. Follow the on-screen instructions to complete the setup of your Business Manager account.
-

Step 3: Create a Facebook Ads Manager



1. Inside Facebook Business Suite, go to **Business Settings**.
2. Under **Accounts**, click on **Ad Accounts**.
3. Click **Add > Create a New Ad Account**.
4. Fill out the details for your Ad Account:
 - **Ad Account Name:** Name it according to your business or purpose.
 - **Time Zone:** Set it to your local time zone for accurate scheduling.
 - **Currency:** Choose the currency you want to use for billing.
5. Click **Next** and assign the Ad Account to your Business Manager.

8. Granting Access to Facebook Ads Account

Step 1: Log in to Facebook Business Manager

1. Go to [Facebook Business Manager](#).
2. Log in using your Facebook credentials.

Step 2: Navigate to Ads Manager

Campaigns <https://dev-time-listen.pa...>

Verification required soon for ads for Taiwan Starting on 6 January 2025, due to Taiwan regulations, verified

All ads Actions Had delivery Active ads + More views

Search and filter

Campaigns 1 selected Ad sets 1 selected Ads for 1 Ad set

+ Create Duplicate Edit A/B test More

Off/On Campaign Delivery Actions

1. On the left-hand side menu, click **Campaigns**.
2. Select **Ad Account** from the dropdown menu.

Step 3: Access Accounts Section

Account overview
Campaigns
Ads Reporting
Audiences
Billing & payments
Advertising settings
Events Manager
All tools

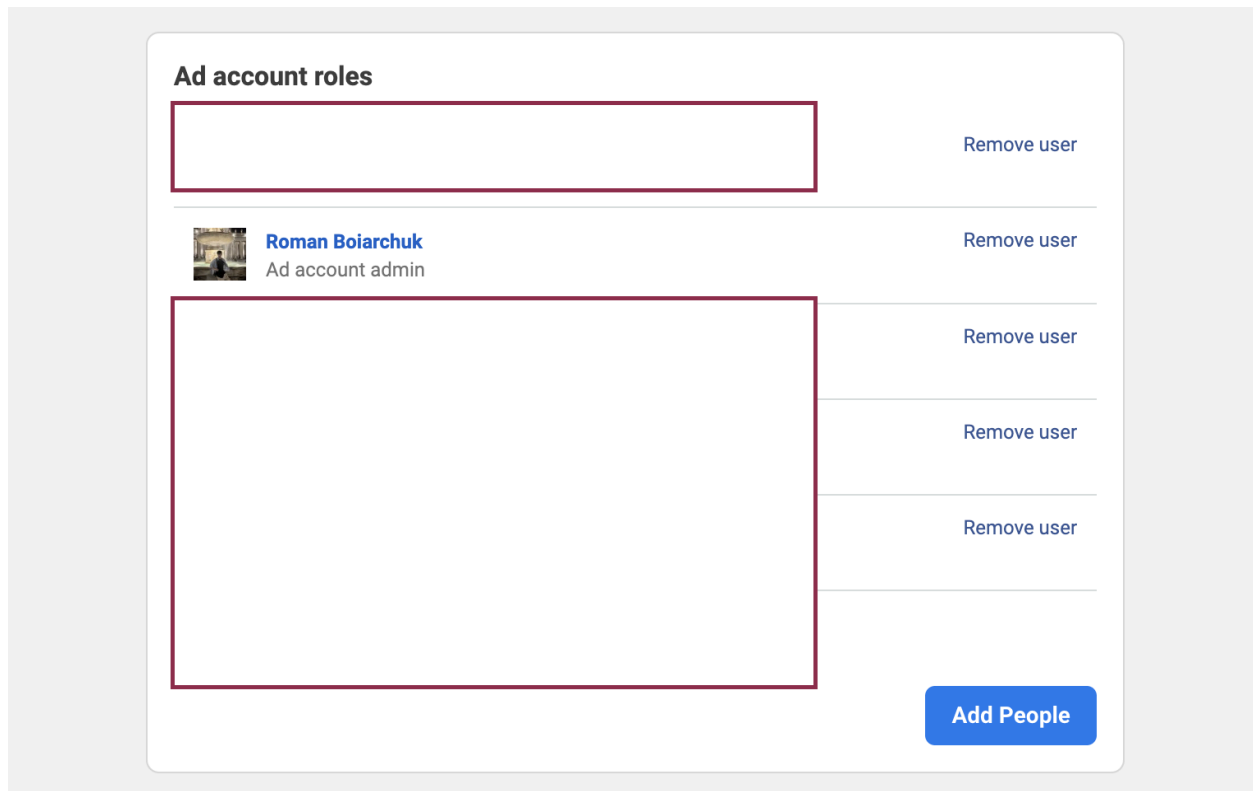
Adverts Manager
Business support home
Ad account settings
Events Manager
Business settings
Content

Manage
Business support home
Apps
Billing & payments
Brand Rights Protection
Brand safety and suitability
Business apps

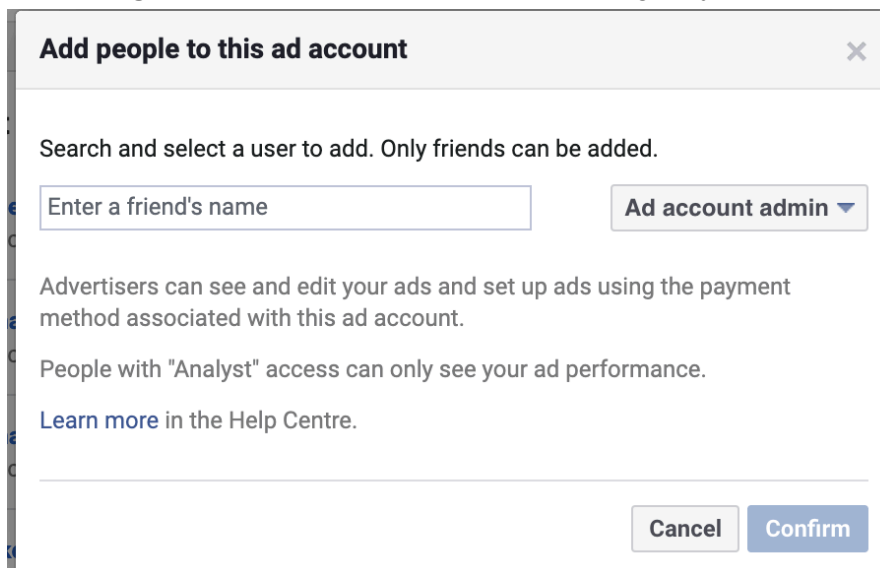
Advertise
Ad account settings
Ads
Ad limits per Page
Adverts Manager
Advertising settings
Audiences

1. On the left-hand side menu, click **All Tools**
2. Under "All Tools," select **Ad Account Settings**.

Step 4: Add People to Your Ad Account



1. Find Ad Account Roles
2. Find **Assign Partners** or **Add People** (depending on your setup).



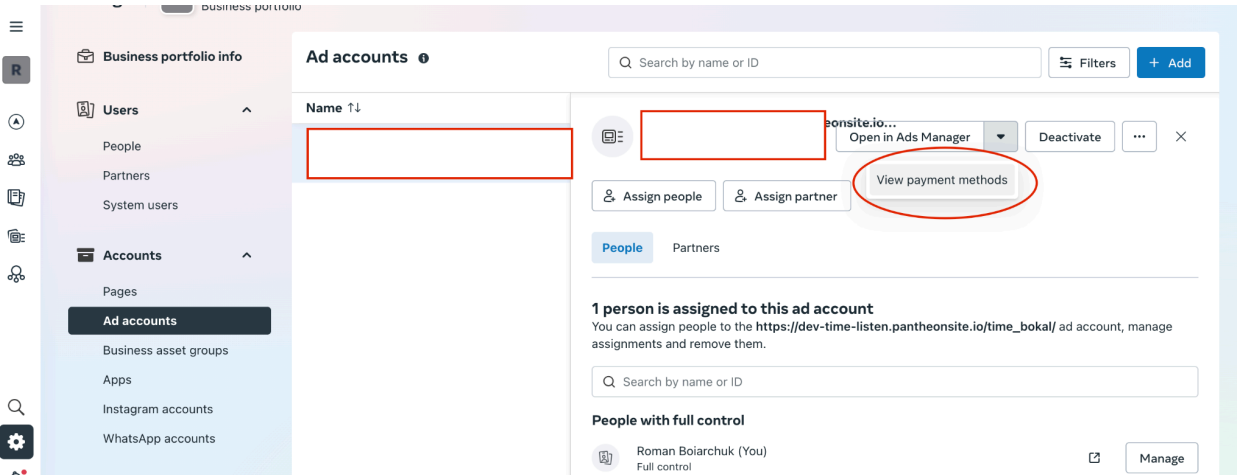
3. Find me on Facebook (**Roman Boiarchuk**) and look at the profile picture above. If we are not friends yet, send me a friend request, as only friends can be added.
4. Choose the access level:
 - **Full Control (Recommended)**: This allows us to manage campaigns and billing settings on your behalf.

5. Click **Confirm** to save changes.

Step 5: Notify Me

- Once access is granted, please send me a confirmation email or message.

Section 2: Adding Payment Details to the Facebook Ads Account



Step 1: Go to Payment Settings

1. In the Facebook Business Manager, navigate to **Business Settings**.
2. Under "Accounts," select **Payment Settings**.

Step 2: Add a Payment Method

1. Click on **Add Payment Method**.
2. Choose your preferred payment method (e.g., Credit/Debit Card, PayPal, Bank Account).
3. Enter the required payment details:
 - Cardholder's name.
 - Card number.
 - Expiration date.
 - CVV (security code).
4. Click **Save**.

Step 3: Assign Payment Method to Ad Account

1. In the Payment Settings page, locate the payment method you just added.
2. Assign this payment method to the specific Ad Account you are using for campaigns.

Step 4: Verify Payment Details

- Ensure the billing address and payment information are accurate to avoid interruptions in ad delivery.

Section 3: Additional Notes

- Ensure you have sufficient funds in your account to cover advertising costs.
- Facebook may temporarily hold a small amount for verification when adding a new payment method; this amount will be refunded.

8.1 Business Manager. Granting Access to Facebook Ads Business Manager.

Only if you have Business Manager.

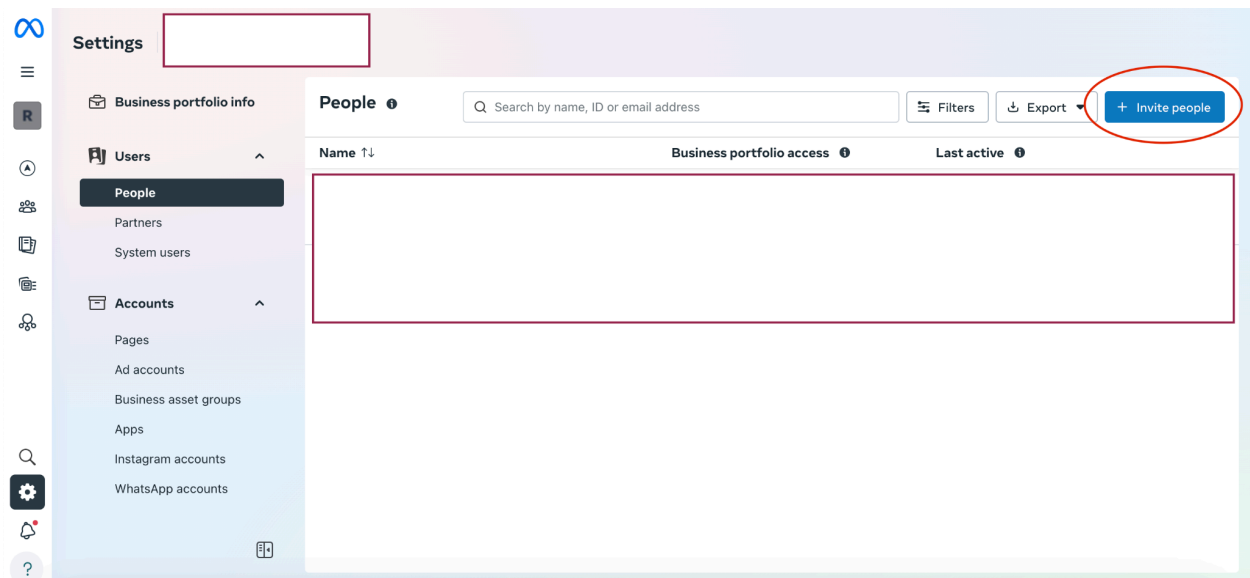
Step 1: Log in to Facebook Business Manager

1. Go to [Facebook Business Manager](#).
2. Log in using your Facebook credentials.

Step 2: Navigate to Business Settings

1. In the top-right corner, click the hamburger menu (three horizontal lines).
2. From the dropdown menu, select **Business Settings**.

Step 3: Access "Users" Section



1. In the left-hand side menu, click **Users > Partners** or **People** (depending on how access is granted).
2. If granting access:
 - Click **Add** under **People**.
 - Enter e-mail (**55digitalonlineinfo@gmail.com**)

Invite people

- Add people**
- Assign access
- Assign business a...
- Review invitation

Add people ×

You can invite people to join the **Roman Boiarchuk firm** business portfolio by entering their email address.

Email address
Notifications from the business will be sent to these email addresses.

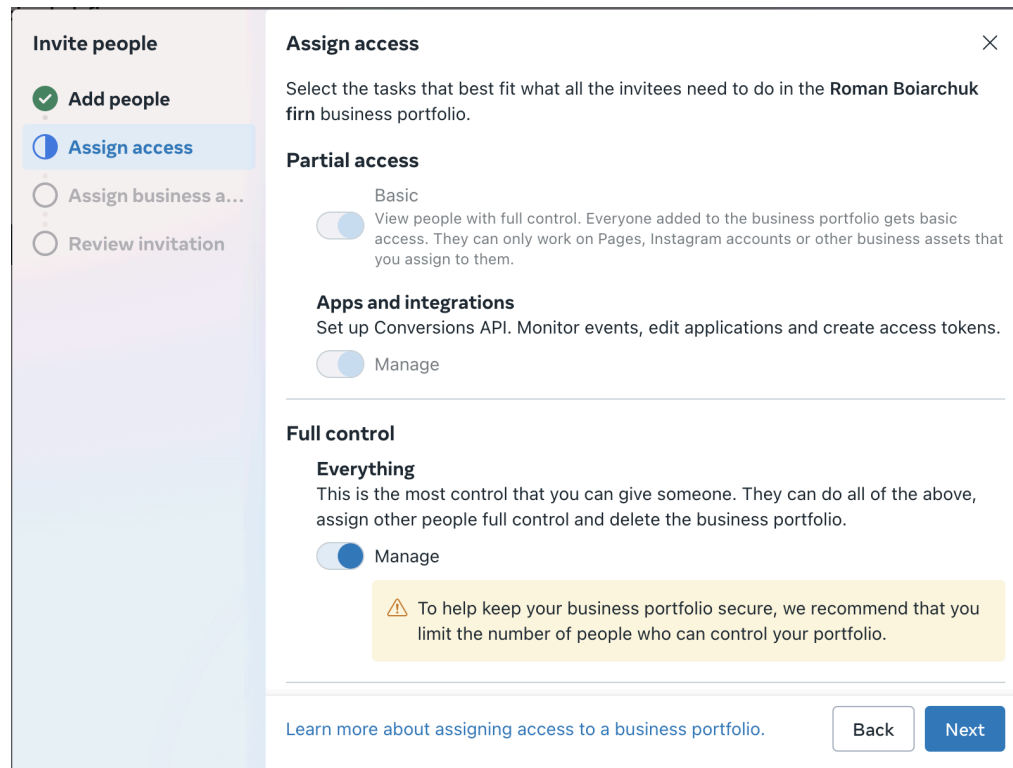
×

Additional settings

- Temporary access
- Meta Spark access
Allow this person to access AR effects in Meta Spark on behalf of this business portfolio. They won't have access to other business tools. [Learn more](#)

Cancel Next

- Assign Full Control



Invite people

- Add people
- Assign access**
- Assign business a...
- Review invitation

Assign access ×

Select the tasks that best fit what all the invitees need to do in the **Roman Boiarchuk** firm business portfolio.

Partial access

Basic

View people with full control. Everyone added to the business portfolio gets basic access. They can only work on Pages, Instagram accounts or other business assets that you assign to them.

Apps and integrations

Set up Conversions API. Monitor events, edit applications and create access tokens.

Manage

Full control

Everything

This is the most control that you can give someone. They can do all of the above, assign other people full control and delete the business portfolio.

Manage

⚠ To help keep your business portfolio secure, we recommend that you limit the number of people who can control your portfolio.

[Learn more about assigning access to a business portfolio.](#)

Step 4: Assign Ad Account Permissions

1. Under **Accounts**, click **Ad Accounts**.
2. Select the Ad Account you want to share.
3. Assign permissions as follows:
 - **Manage Campaigns**: To manage and optimize campaigns.
 - **Manage Ad Account Settings**: To update billing and payment information.

4. Click **Confirm** to finalize the process.

Invite people

- ✓ Add people
- ✓ Assign access
- Assign business a...**
- Review invitation

Assign business assets

Assign all invitees access to Facebook Pages, Instagram accounts or other business assets in the **Roman Boiarchuk firm** business portfolio. [Switch to individual asset assignment](#)

Select asset type

- Pages
- Ad accounts 1**
- Catalogues
- Pixels
- Instagram accounts

Select assets

Search by name or ID

Select all

[Asset icon]

Assign permissions

Partial access

- Manage campaigns (ads)
Create and edit ads, access reports and view ads
- View performance
Access reports and view ads
- Manage Creative Hub mockups
View, create and edit mockups in Creative Hub

Full control

- Manage ad accounts
Control ad account settings, finances and permissions.
Create and edit ads, access reports and view ads.

1 asset selected

[Learn more about assigning access to a business asset](#)

Step 5: Notify Me

- Once access has been granted, send me an email or message to confirm.

8.2 Connecting Instagram and Facebook Page to an Ads Account

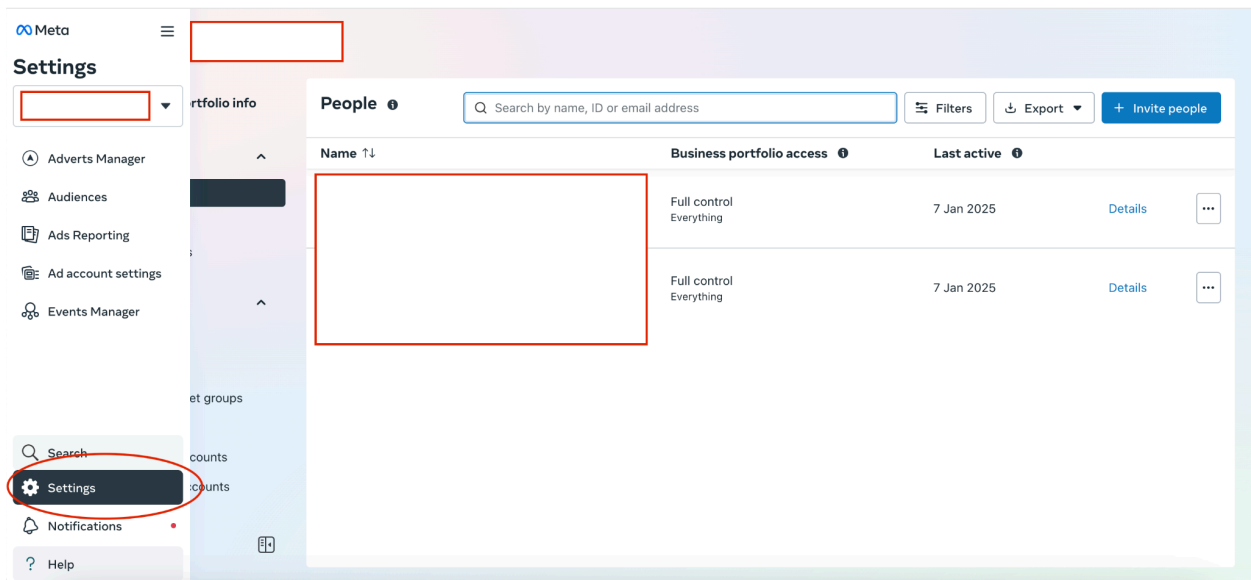
Purpose

This SOP outlines the steps to link your Instagram and Facebook Page to a Facebook Ads Account to enable seamless ad management and insights.

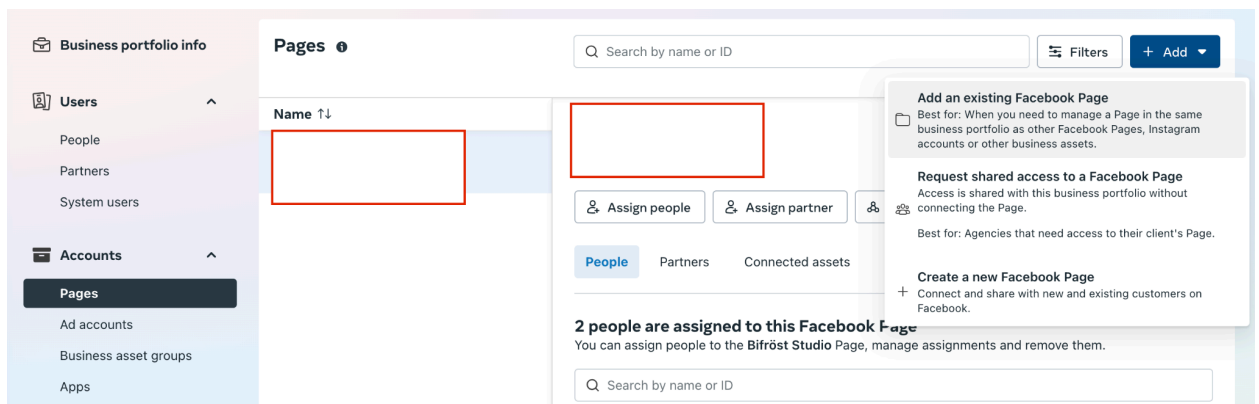
Prerequisites

1. **Admin Access** to the Facebook Page.
 2. **Admin Access** to the Facebook Business Manager or Ads Account.
 3. Instagram Account Credentials (Username and Password).
-

Steps to Connect Facebook Page to Ads Account

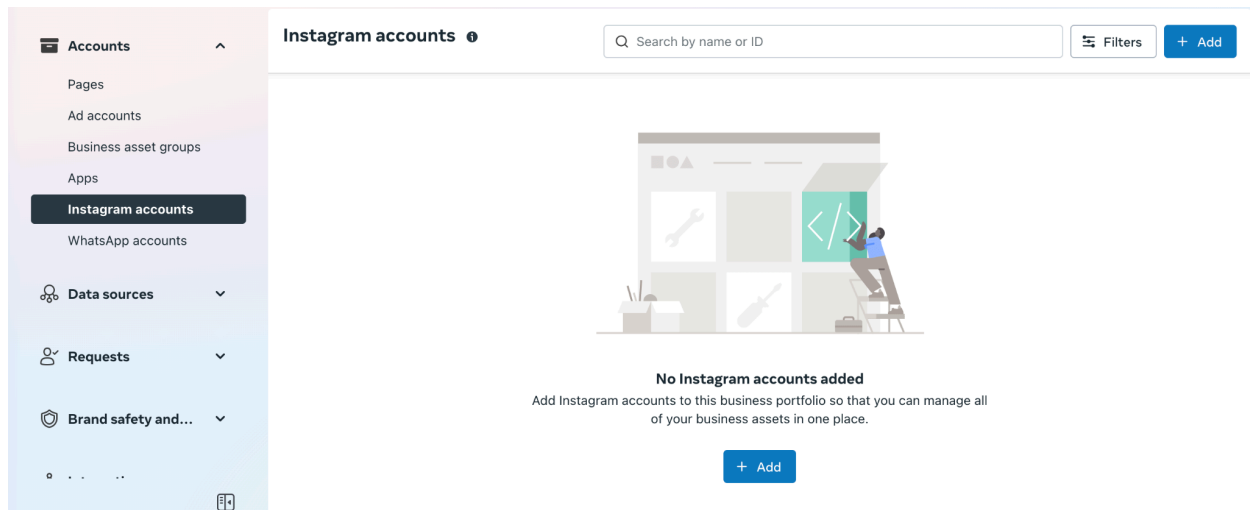


1. **Log into Facebook Business Manager**
 - Navigate to [Facebook Business Manager](#).
 - Log in with your admin credentials.
2. **Access Business Settings**
 - In the bottom-left corner, click **Business Settings**.
 - Select **Accounts > Pages** from the left sidebar.
3. **Add Your Facebook Page**



- Click **Add** to either:
 - **Claim a Page** (if you own the Page).
 - **Request Access to a Page** (if the Page belongs to someone else).
- Follow the prompts to complete the process.

Steps to Connect Instagram Account to Ads Account



1. **Log into Facebook Business Manager**
 - Navigate to [Facebook Business Manager](#).
2. **Access Instagram Accounts**
 - In Business Settings, select **Accounts > Instagram Accounts**.
 - Click **Add**.
3. **Add Instagram Account**
 - Log in with the Instagram account credentials.
 - Follow the prompts to confirm the connection.
 - Connect Instagram Account to your Ad Account

