10-MINUTE OWNERSHIP CHECK

Who owns your website (and the rest of it)?

Tick one box per line. Anything that isn't "Mine" is something your marketing company could keep when you leave. Fix those first.

BUSINESS: _____ CHECKED BY: _____ DATE: _____

CHECK 1

Domain name

Is your domain registered to your business, in a registrar account you can sign in to?

Look it up at lookup.icann.org, then sign in to that registrar.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 2

Website

Do you have the hosting login, and does your contract say the site is yours once paid for?

Ask: where is it hosted, and whose account is it?

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 3

Google Business Profile

Are you the Primary Owner?

`business.google.com` › `More` › `Business Profile settings` › `People and access`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 4

Google Analytics

Are you an Administrator?

`analytics.google.com` › `Admin` › `Access Management`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 5

Search Console

Are you an Owner?

`search.google.com/search-console` › `Settings` › `Users and permissions`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 6

Google Ads / Local Services Ads

Do you have Admin access, and is billing in your name?

`ads.google.com` › `Admin` › `Access and security`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 7

Phone numbers

Is your main number on your Google profile, and do you know who owns every tracking number?

Call each number on your site and profile; ask who provides it.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 8

Business email

Can you sign in to the admin of your email (not just your inbox)?

Ask who set it up and which account pays for it.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 9

Social and review sites

Are you an admin on Facebook, Instagram, Yelp and the rest?

`Each site's settings` › `people, roles or users.`

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

CHECK 10

Your contract

Does it name these accounts as yours, with 30 days' notice to leave?

Search the PDF for: own, license, domain, terminate, renew.

☐ Mine ☐ Theirs ☐ Don't know

NOTES / WHO HAS IT

HOW DID YOU DO?

10 "Mine"
You can leave any month and take it all with you.

7 to 9
Fix the gaps this week, while you're still a paying customer.

6 or fewer
Don't send a cancellation notice until you've taken these back.

Step-by-step guides for each line: **mastodonmarketing.com/guides/who-owns-your-website/**

NOT SURE WHAT YOU FOUND?

Get a free profile teardown

Plain English. No sales pitch.

`mastodonmarketing.com/gbp-teardown`

(832) 979-8426

General information from Mastodon Marketing, not legal advice. Google screens change; the linked Google and ICANN help pages are the final word.