

## Importance Of Owning Your Own Account

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- ❖ Why would you want to have your own account?
  - You don't have control to your account if somebody else created your account.
    - You don't actually own that account. It is with agency's account login because it's an account that's created under their banner.
  - When you choose to leave the agency, you lose your accounts. You lose your Google Analytics account, you lose your AdWords account.
- ❖ Consequences of not having your own account
  - You will lose all the data
    - From Analytics perspective, you lose all history:
      - History of everyone who's come to your website
      - What traffic sources are working well
      - Where the leads coming from
      - Which pages are people looking at
    - From an Adwords perspective,
      - You won't know which keywords are your converting keywords
      - You'll lose information of your easy money keywords
      - Which campaigns are generating the most leads
  - You're going to be effectively starting from scratch from a data perspective
- ❖ How to own your account?
  - Go to [google.com/analytics](https://google.com/analytics) and you create your Google Analytics account.
  - Go to [google.com/adwords](https://google.com/adwords) and create your Google Adwords account.
- ❖ How to prevent yourself from the disruption?
  - Know if you've created your own account
    - You need to have a conversation with your agency and ask:
      - Did you create the account for me?
      - Can I get access to that account as the primary account holder?
  - Be aware of those distinction