

Access to grant, and access to keep

One account per person, the lowest level that does the job. Record the date of every grant.

SYSTEM	GRANT THE AGENCY	KEEP WITH YOUR TEAM	GRANTED ON
Search Console	Full user	Owner (a verified owner on your payroll)	
Google Analytics	Analyst or Viewer. Editor only for agreed setup work	Administrator	
Google Tag Manager	Read or Edit on the container	Approve and Publish, unless agreed	
CMS (e.g. WordPress)	Editor, or Author for writing only	Administrator	
Code and hosting	Ticket or pull-request route, or a staging site	Production, DNS, domain registrar	
Other tools set up for you	As agreed, registered to your company	Account ownership and data export	

Inputs that aren't logins

Product facts and a named expert / Buyer questions from sales and support / Brand and legal rules, and off-limits pages / Approvers and review times / History: past SEO work, migrations, tracking breaks