If you are having problems getting the watermark to show on all the pages of your documents, the first place to check for issues is in the Header area of the document.

Go to the first page of your document and double click in the Header area to bring up the **Header & Footer Tools Design Tab** in your Ribbon.

In the Options group, see if either the **Different First Page** or **Different Odd & Even Pages** is checked. If so, this could be the culprit. Uncheck these boxes, however, if you need this setting to remain, because of other headers you have the document then try the alternative method below.

If you need your headers to remain different on the first page, or different on odd and even pages, then you will want to try these steps to correct the watermark issue.

Since a watermark is nothing more than a washed-out object anchored to a page header, we can use the copy and paste method to correct the issue in the instance you need your headers and footers to remain different. I suggest, however, using keyboard shortcuts for copying and pasting because it will make it easier to work with.
First, double-click the header area to activate the header/footer view.

Next, click on the watermark to select it, and copy it with Ctrl+C.
Next, click the inside of the header on a page where the watermark is not available and press Ctrl+V to copy it in place. Repeat this step as necessary to get the watermark to appear on each page.