

What Is a Pixel?

A Facebook pixel is a piece of code that tracks people who visit your website and the actions they take. The Facebook pixel ensures your ads can be shown to the right people. It helps to build your audience and to track conversions.

Even if you are not quite ready to run Facebook ads, it is important to install your Facebook ad pixel now to begin tracking people who visit your website.

Where Is Your Pixel?

The image shows a screenshot of the Facebook Ads Manager interface. The top navigation bar includes the Facebook logo and the text 'Ads Manager'. Below this, there are five main sections: 'Plan', 'Create & Manage', 'Measure & Report', 'Assets', and 'Settings'. The 'Measure & Report' section is expanded, showing a list of options: 'Ads Reporting', 'Test and Learn', 'Attribution', 'Monetization Manager', 'Analytics', 'Events Manager', 'Pixels', 'Offline Events', 'App Events', 'Custom Conversions', and 'Partner Integrations'. A red arrow points to the 'Pixels' option. Below the screenshot, there is a sequence of buttons: 'Create Audience', 'Create Custom Co...', 'Set up', and 'Share'. A red arrow points from 'Create Custom Co...' to 'Set up'.

Installing Pixel Continued...

Install Pixel

To start tracking events, you need to add a pixel, which is a snippet of code, to your website.

- Connect a Partner Platform**
Install a pixel without code by connecting a platform you already use like BigCommerce, Google Tag Manager, Magento, Segment, Shopify, Squarespace, Wix, WooCommerce and more. Learn about platform integrations.
- Manually Install Pixel Code Yourself**
We'll walk you through the steps to install the code.
- Email Instructions to a Developer**
Send the installation instructions to a developer to install the pixel code for you.

Give Feedback Cancel

Install Pixel

2 Copy the entire pixel code and paste it in the website header

Paste the pixel code at the bottom of the header section, just above the `</head>` tag. Facebook pixel code can be added above or below existing tracking tags (such as Google Analytics) in your site header.

```
<!-- Facebook Pixel Code -->  
<script>  
  !function(f,b,e,v,n,t,s)  
  {if(!fbq)return(f.fbq=function(){n.callMethod?  
  n.callMethod.apply(n,arguments):n.queue.push(arguments)});  
  if(!f._fbq)f._fbq=n;pusher;n.loaded=1;n.version='2.0';  
  n.queue=[];n.createElement(t).async=!0;  
  t.src=v;s=b.getElementsByTagName(t)[0];  
  s.parentNode.insertBefore(s,t); window, document, 'script',  
  'https://connect.facebook.net/en_US/sdk.js?xfbml=1&version=2.8');  
  fbq('init', '2174242682797684');  
  fbq('track', 'PageView');  
</script>  
<noscript>/></noscript>  
<!-- End Facebook Pixel Code -->
```

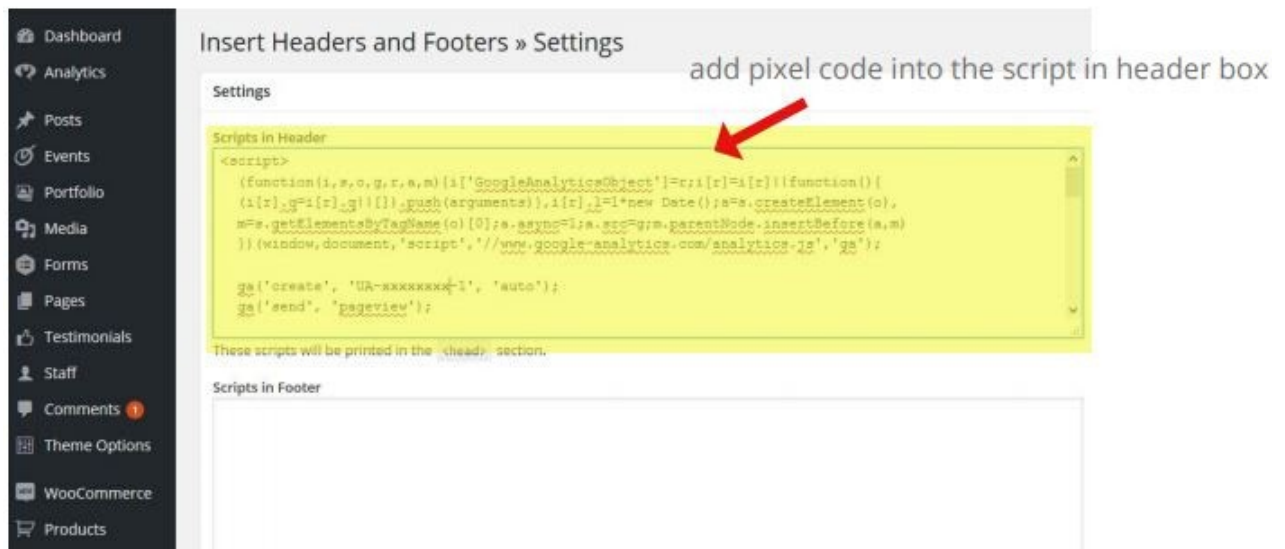
3 Automatic Advanced Matching

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Grab your code and copy and paste it to a document where you can easily access it. This is your BASE pixel code that you will install on all your pages.

Installing Pixel on a WordPress Site

The easiest way to install your pixel is to add the plugin "Header/Footer"

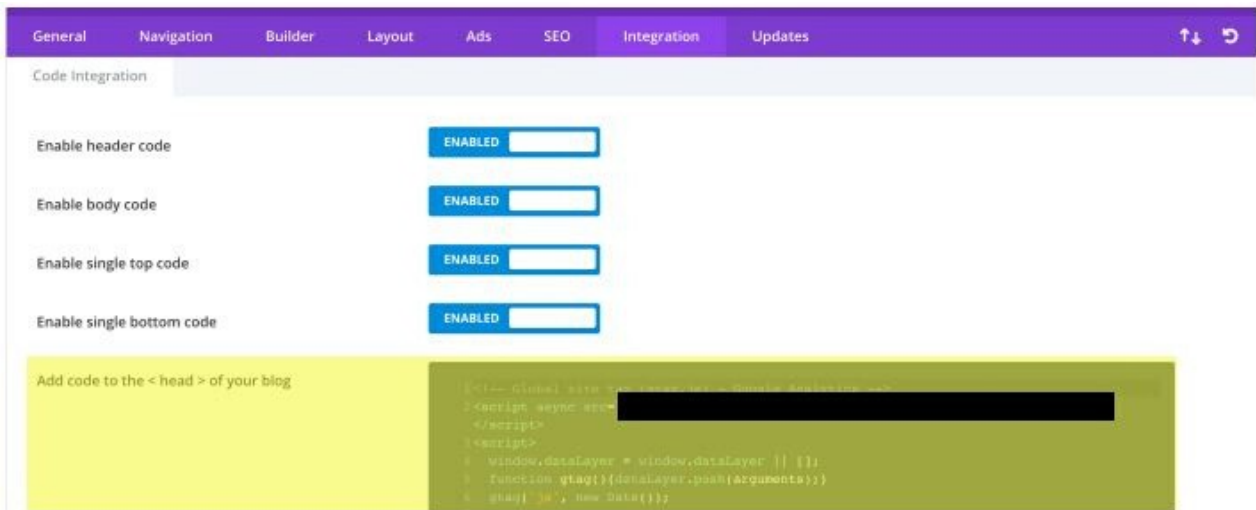


The other option depends on the theme you are using.

Go to the theme. Theme Options. General. Advanced... Scroll down to Tracking. If there is a Google script or other code there already, just paste the Facebook Pixel script beneath the last line in the box (after </script>).

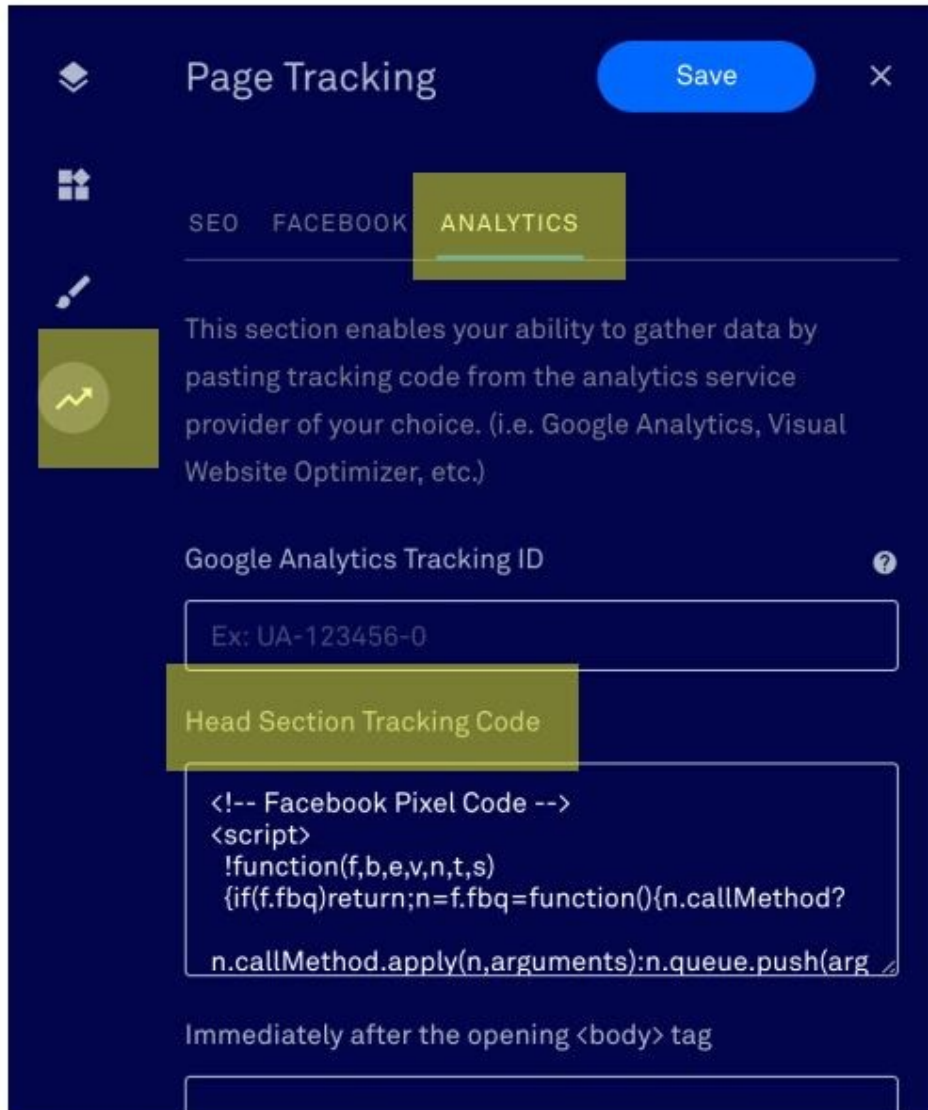
Installing Pixel on Divi Site

If you have the theme Divi go into theme options --> integrations --> add code to head.



Installing Pixel on Leadpages

Go into your Leadpage account and pick the page you want to add the tracking code to.

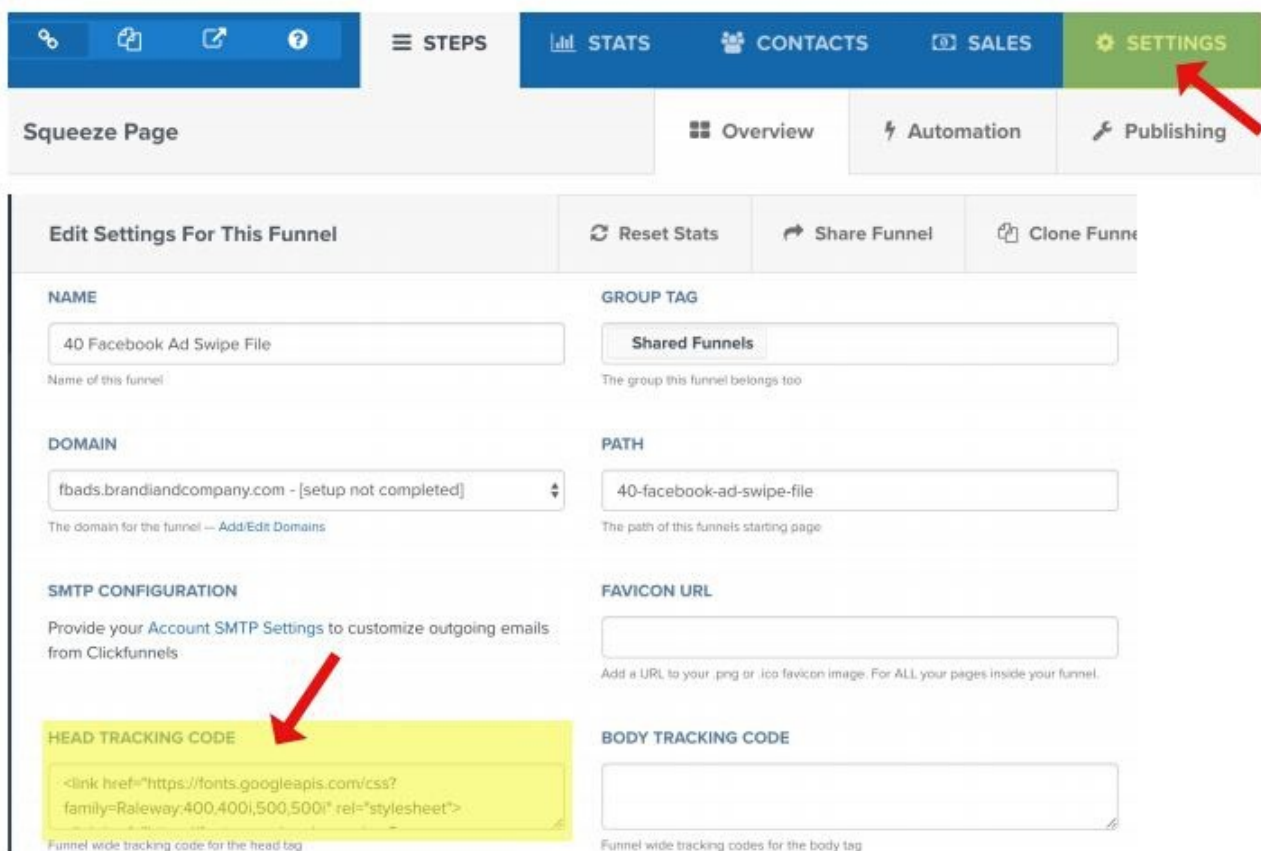


- On the side, select "page tracking."
- Then select "analytics."
- Then under "head section tracking code" add your Facebook pixel code.
- Hit save.

This tracking code will only be applied to this one Leadpage. If you have other pages, be sure to install it on all of them.

Installing Pixel on ClickFunnels

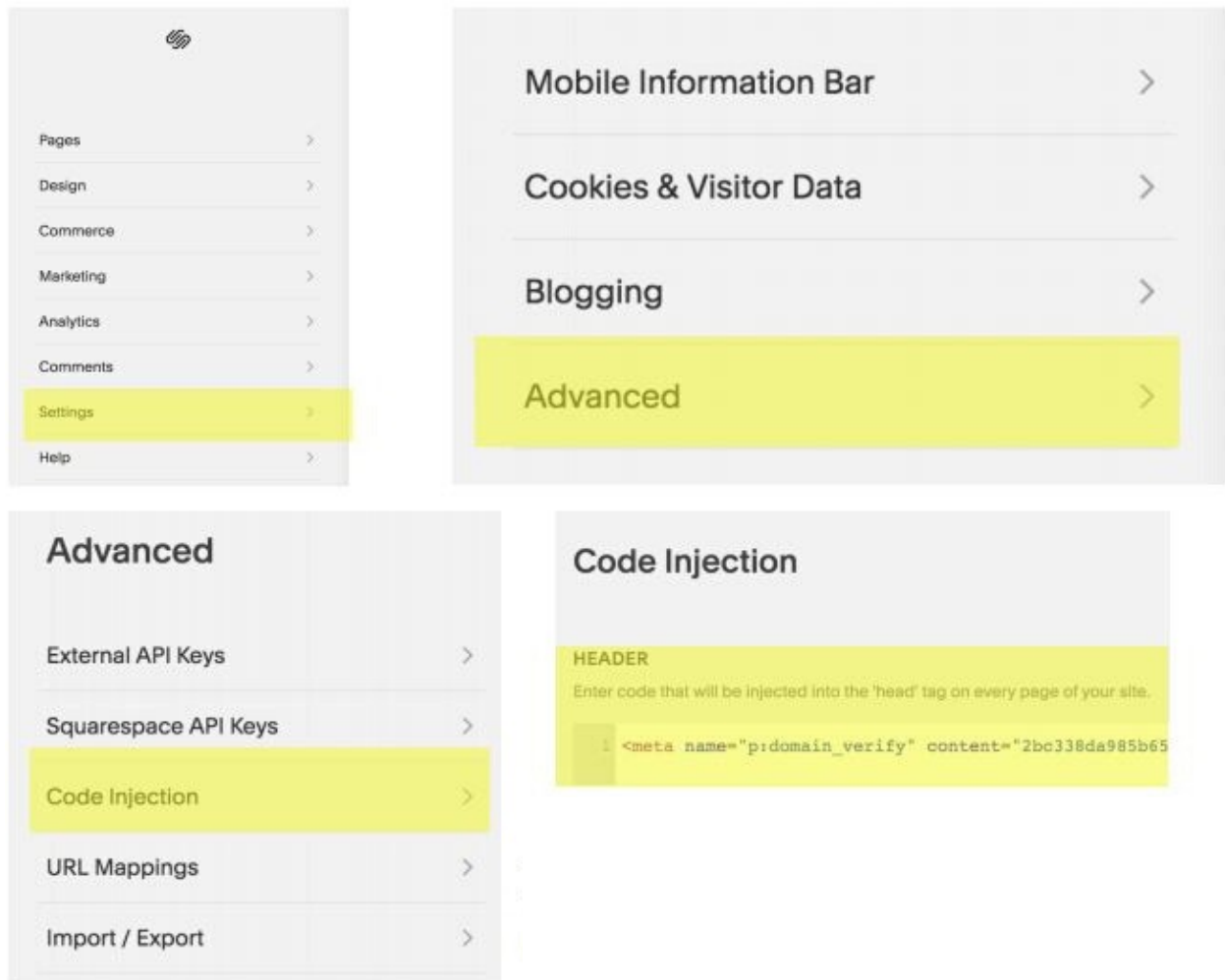
Go into your ClickFunnel account and pick the funnel you want to add the tracking code to.



Add your pixel to the "Head Tracking Code," and be sure to hit SAVE. This will add your pixel code to all the steps in your funnel.

Installing Pixel on Squarespace

Go into your SquareSpace dashboard...



Add your pixel to the code injection header. Once you save, your Facebook pixel will be installed on all pages on your SquareSpace website.

How to Verify Your Pixel is Installed

In order to make sure you have installed your Facebook Pixel, you will want to use Chrome and download the Facebook Pixel Helper Chrome Extensions - [Click here!](#)



You should see a green number to show that your pixel is working. When you click it, you should see a green page view.

These instructions showed you how to set-up and add your BASE pixel code to WordPress, Divi, ClickFunnels, Leadpages, and SquareSpace. Your base pixel is how you can retarget your website visitors. However, another important part to your pixel is adding "events." Events help track leads, sales, conversions, and certain actions that are taken on specific pages. These can get very detailed and specific for each individual.

If you're interested in hiring a Facebook Ads Manager to run a successful ad campaign for your business, visit www.DelightfulintheDetails.com/book to schedule a free 15-minute consultation call. Let's see if the time is right for you!