

## // HOW TO INSTALL FACEBOOK PIXELS

Installing your Facebook pixel onto your website will take you very little time, but it will pay big time in you targeting the right audience ie. Saving your time and money when it comes to marketing online.

Facebook describes the pixel as “a piece of JavaScript code for your website that enables you to measure, optimize and build audiences for your ad campaigns. Using the Facebook pixel, you can leverage the actions people take on your website across devices to inform more effective Facebook advertising campaigns.”

### HOW TO CREATE A FACEBOOK TRACKING PIXEL

- 1// Go to your Ads Manager in your FB account.
- 2// Click on Tools
- 3// Click Pixel
- 4// Click “Create a Pixel”.
- 5// Enter a name for your pixel. You can have only one pixel per ad account, so choose a name that represents your business.
- 6// Check the box to accept the terms.
- 7// Click “Create Pixel”.
- 8// Click Install Pixel Now
- 9// Copy all of the code in the box
- 10// Place in the header section of every page of your site (see below for where to do this)
- 11// Or email code to your developer if they're looking after your site.

### // HOW TO FIND & INSTALL A TRACKING PIXEL

- YOU TUBE  
<https://www.youtube.com/watch?v=gQWfNB1EV7Y>
- WORDPRESS  
<https://www.shoutmeloud.com/pixel-caffeine-wordpress-plugin-create-facebook-custom-audience.html>
- SQUARESPACE  
<https://support.squarespace.com/hc/en-us/articles/205815908-Using-Code-Injection>
- WIX  
<https://support.wix.com/en/article/adding-your-facebook-pixel-code-to-your-wix-site>

## // HOW TO CHECK YOUR PIXEL IS WORKING

- 1// Download Chrome Extension “Facebook Pixel Helper”
- 2// Go to - <https://chrome.google.com/webstore/detail/facebook-pixel-helper/>
- 3// Or search “Facebook Pixel Helper” on the Chrome browser
- 4// Click “Add Extension”
- 5// A icon will now appear at the top of the browser near the address bar
- 6// Go to your website and the icon will turn blue and have a number on it if there are any Pixels on the page
- 7// Click the icon to check the Pixel is there and OK