



Pixel For Success

a step-by-step guide to installing the
Facebook Pixel on WordPress,
Leadpages, ClickFunnels, and
Unbounce

WHAT IS A PIXEL?

A Facebook pixel is a powerful piece of code that tracks people who visit your website and the actions they take on your site. The Facebook pixel makes sure that your Facebook ads are being shown to the right people. It supports you in building your audience and tracks specific actions and conversions.

Even if you're not quite ready to run Facebook ads, it is extremely important to install your Facebook pixel now.

WHERE IS YOUR PIXEL?

Inside Facebook Business Manager at
business.facebook.com

The screenshot shows the Facebook Business Manager interface. Callout 1 points to the 'Events Manager' header. Callout 2 points to the 'Data Sources' menu item in the left sidebar. Callout 3 points to the 'Facebook Pixels' dropdown menu in the top navigation bar. Callout 4 points to the 'Create a Pixel' button at the bottom of the 'Create a Facebook Pixel' section.

1

2

3

4

Events Manager

Blue Butterfly Digital (58890716...)

Data Sources

Custom Conversions

Partner Integrations

+ Add New Data Source

Search by name or ID X Facebook Pixels Last 7 Days

Create a Facebook Pixel

Add the Facebook pixel to your website to measure the impact of your ads. Unlock powerful solutions in Facebook advertising.

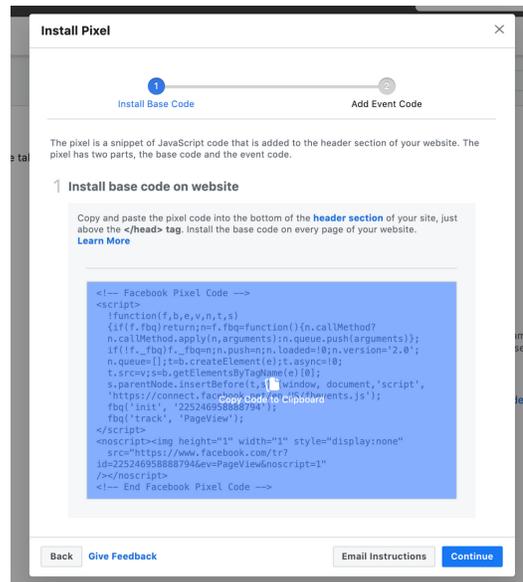
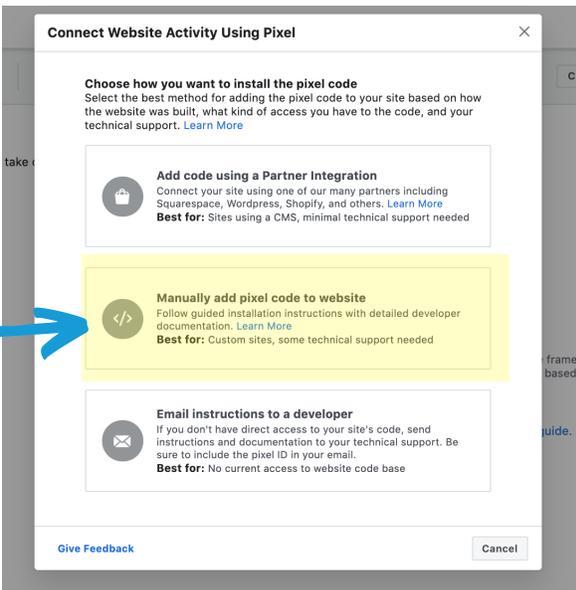
Track Website Activities
Understand the actions people take after seeing your ads. Track conversions and measure your return on advertising.

Improve Your Return on Advertising
Facebook will automatically deliver ads to people more likely to take action, based on conversion data from your website.

Reach New and Existing Customers
Show ads to people based on the actions they take on your website. Create lookalike audiences to reach people similar to your best customers.

Create a Pixel!

INSTALLING YOUR PIXEL

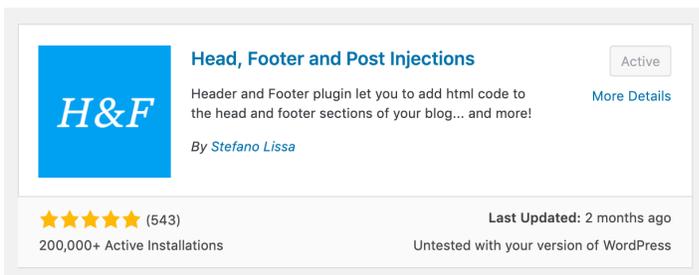


Copy your pixel code and paste it to a document where you can easily access it. I usually paste mine in a Google Doc & save it. This is your BASE pixel code that you will install on all your pages.

INSTALLING YOUR PIXEL ON WORDPRESS

You'll want to install the pixel code to your header section of your website.

The easiest way to install your pixel on WordPress is to use the "Header/Footer" plugin.



Head, Footer and Post Injections Active

Header and Footer plugin let you to add html code to the head and footer sections of your blog... and more! [More Details](#)

By *Stefano Lissa*

★★★★★ (543)
200,000+ Active Installations

Last Updated: 2 months ago
Untested with your version of WordPress



Plugins
Users
Tools
Settings
General
Writing
Reading
Discussion
Media
Permalinks
Privacy
Facebook Comments
Header and Footer
Spacer

Head and footer Posts Inside posts Pages Excerpts Snippets AMP Generics

<HEAD> PAGE SECTION INJECTION

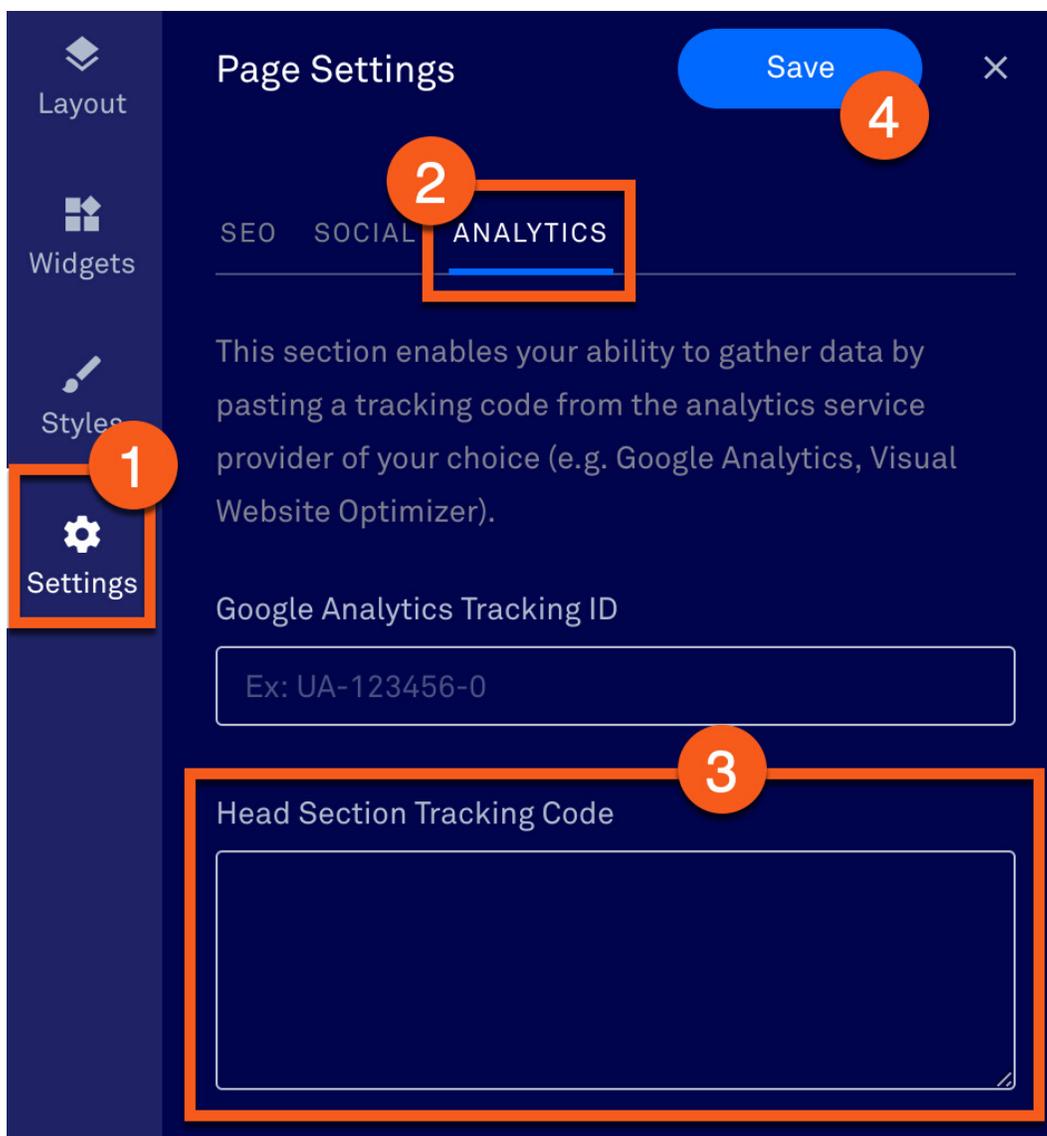
ON EVERY PAGE

```
1 <!-- Facebook Pixel Code -->
2 <script>
3   !function(f,b,e,v,n,t,s)
4   {if(!f.fbq)return;n=f.fbq=function(){n.callMethod?
5     n.callMethod.apply(n,arguments):n.queue.push(arguments)};
6   if(!f._fbq)f._fbq=n;n.push=n;n.loaded=!0;n.version='2.0';
7   n.queue=[];t=b.createElement(e);t.async=!0;
8   t.src=v;s=b.getElementsByTagName(e)[0];
9   s.parentNode.insertBefore(t,s)}(window, document, 'script',
10  'https://connect.facebook.net/en_US/fbevents.js');
11  fbq('init', '22524695888794');
12  fbq('track', 'PageView');
13 </script>
14 <noscript>
17 <!-- End Facebook Pixel Code -->
```

paste pixel code in the header section - on every page

INSTALLING YOUR PIXEL ON LEADPAGES

Log into your Leadpages account and select the page that you want to add your pixel to. Install your pixel on every page you want to track.



INSTALLING YOUR PIXEL ON CLICKFUNNELS

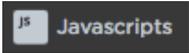
Log into your ClickFunnels account and select the funnel that you want to add your pixel to. Make sure you hit save after you paste your pixel code. This will install the pixel on every page of this funnel.

The screenshot shows the 'Edit Settings For This Funnel' interface. The top navigation bar includes 'TEST FUNNEL ALEX SUP...', 'STEPS', 'STATS', 'CONTACTS', 'SALES', and 'SETTINGS'. The 'SETTINGS' tab is highlighted with a blue arrow. The main content area is divided into several sections: 'NAME' (Test Funnel Alex Support), 'DOMAIN', 'SMTP CONFIGURATION' (Sendgrid), 'HEAD TRACKING CODE', 'GROUP TAG' (TEST FUNNELS), 'PATH' (test-funnel-alex-support9a449pph), 'FAVICON URL', and 'BODY TRACKING CODE'. The 'HEAD TRACKING CODE' section is highlighted in yellow and contains the following code:

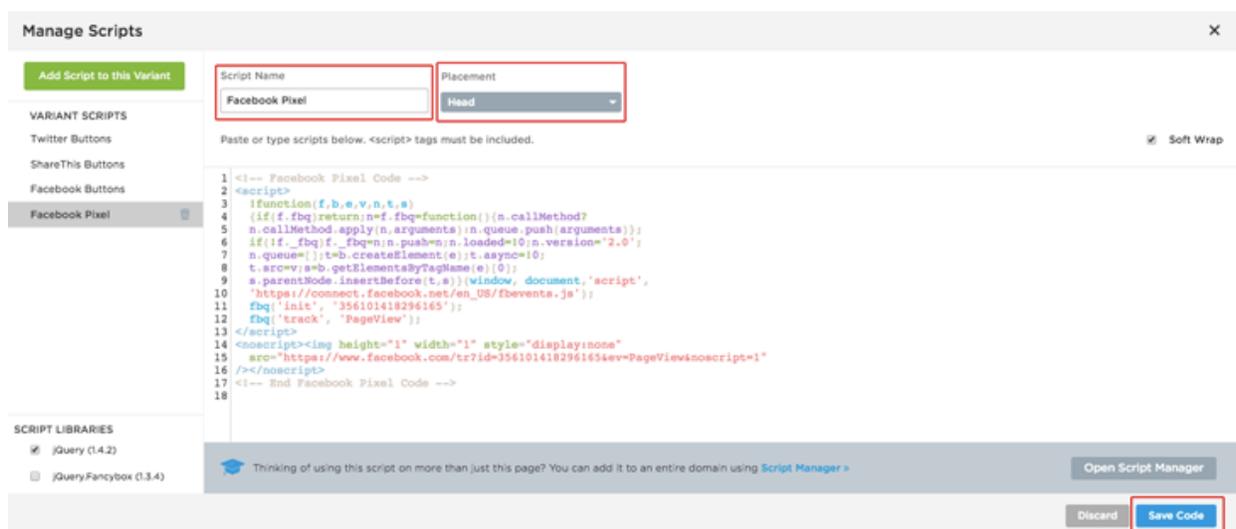
```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._f
bq)f._fbq=n;
n.push=n;loaded=0;n.version='2.0';n.queue=
[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)
}
);
fbq('init', '184420235399197'); // Insert your pixel ID here.
fbq('track', 'PageView');
</script>
<noscript></noscript>
<!-- DO NOT MODIFY -->
<!-- End Facebook Pixel Code -->
```

A blue arrow points to the 'HEAD TRACKING CODE' text area. The 'BODY TRACKING CODE' section is empty.

INSTALLING YOUR PIXEL ON UNBOUNCE

In the Unbounce builder, navigate to the page where you'd like to install and click the Javascripts  button at the bottom of the Unbounce Builder. A new dialog box will appear.

In the new dialog box, paste the code that you copied from Facebook. Enter "Facebook Pixel" in the Script Name field and select the Head option in the Placement drop-down menu. Once you've completed all these steps, click the Save Code button in the bottom right corner of the dialog box.

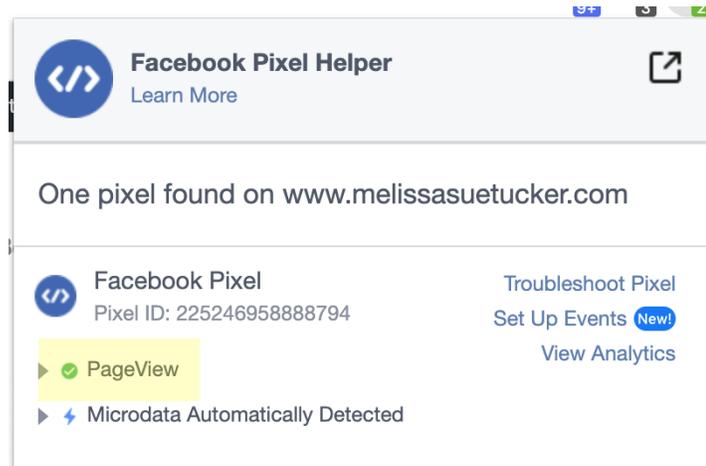


Select the Form Confirmation Dialog tab in the top left corner of the builder. Note: this is necessary if you want to track form submissions.

VERIFY YOUR FACEBOOK PIXEL IS WORKING

In order to verify that your Facebook pixel is working correctly, you will want to be logged into your Chrome website browser & download the Facebook Pixel Helper - Chrome Extension.

[CLICK HERE!](#)



You're checking for a green number that indicates your pixel is working. When you click on it, you'll want to check for a green check next to PageView.

In this workbook you've learned how to install your BASE pixel. The next part to setting up your pixel is adding events. Events allow you to track leads, sales, conversions, and certain actions, taken on specific pages of your website and/or sales funnel. These can get very detailed and are unique to each business.

ADVANCED PIXEL SETUP

In this workbook you've learned how to install your BASE pixel.

The next part to setting up your pixel is adding events.

Events allow you to track leads, sales, conversions, and certain actions, taken on specific pages of your website and/or sales funnel.

These can get very detailed and are unique to each business.

Feel free to go to BlueButterflyDigital.com and book a time that works best for your schedule if you'd like to discuss next steps.