

# Add Facebook Pixel to your website

Facebook Pixel allows you to track different events on your PageCloud site. This will in turn help you better understand and be able to track conversions coming from your Facebook Ads.

## Add Facebook Pixel Site Wide

1. Copy your Facebook Pixel ID using CMD+C (on a Mac) or CTRL+C (on Windows).
2. From your Sites Dashboard, select the site you'd like to manage.
3. Click the **Integrations** tab under Tools in the left toolbar in your dashboard
4. Select the Facebook Pixel ID box and paste your Facebook Pixel ID using CMD+V (on a Mac) or CTRL+V (on Windows).
5. Click "Add" to have your Facebook Pixel added throughout your site.

Your Facebook Pixel ID can be found in your Facebook Ads Manager.

## Add Facebook Pixel to a Page

1. Copy the embed code from your Facebook account.
2. Navigate to your PageCloud site in editing mode.
3. Paste the embed code provided.

Here is an example of what your code would look like:

```

<!-- 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._fbq)f._fbq=n;
n.push=n;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)}(window,
document,'script','https://connect.facebook.net/en_US/fbevents.js');

fbq('init', '999999999999999');
fbq('track', "Something");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->

```

You will want to add this Facebook Pixel code to each page that you want Facebook pixel to track.

More information on Facebook Pixel can be found in [Facebook's Implementation guide](#).