

# Add Twitter Pixel tracking to your site

Twitter Pixel allows you to track conversions coming from your Twitter Ads.

## Add Twitter Pixel site wide

1. Head to your [Twitter Analytics](#).
2. Click the drop-down for “More” and select “Conversion Tracking”.
3. Copy your Pixel ID from the “Website Tag ID” Field using CMD+C (on a Mac) or CTRL+C (on Windows).
4. Head to your Sites Dashboard, select the site you'd like to manage.
5. Click the "Site Settings" tab along the top of the page.
6. Click "Analytics" on the left of the page.
7. Paste the ID into the Twitter Pixel ID box using CMD+V (on a Mac) or CTRL+V (on Windows).
8. Click "Add" to have your Twitter Pixel added throughout your site.

Your Twitter Pixel ID can be generated in your Twitter Ads page

## Add Twitter Pixel to a single page

1. Head to your [Twitter Analytics](#).
2. Click the drop-down for “More” and select “Conversion Tracking”.
3. Copy your Pixel ID from the “Website Tag ID” Field using CMD+C (on a Mac) or CTRL+C (on Windows).
4. Head to the PageCloud page you would like the Pixel to work on.
5. Paste the ID onto the page using CMD+V (on a Mac) or CTRL+V (on Windows).
6. Click "Save" to save your changes to the page.

More information on Twitter Pixel can be found in [Twitter's Conversion tracking for websites guide](#).

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