



## Checklist 9 - How To Setup Facebook Conversion Tracking

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Being a marketer, it is your duty to keep check and balance of the number of leads that you get. Getting a new audience to your site is a very stressful task, but if you do so wisely, you'll definitely be attracting more audience, and your website's conversion rate will be increased. Here is how you can set up Facebook Conversion Tracking on your Facebook account:*

### Starting By Installing Facebook Pixel:

1

The first thing that you have to install for conversion tracking is a Facebook pixel.

 

2

If you already don't have it, set it up and install it on every page of your website.

 

3

By doing so, you'll gather data about views from all the pages, and it will provide better tracking.

 

### Choosing What to Track:

4

There are a number of event actions available that can be tracked, so you have to start by looking at available event actions.

 

5 Now you have to choose one of the event actions; it can either be added to wishlist or add to cart.

Notes

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- 6 Remember that these event actions will be affecting your Facebook ad campaign, so choose wisely.
- Moving On:**
- 7 In this step, go to your Facebook Ads Manager and tap on the button showing Menu.
- 8 Now tap on the option of Click All Tools present at the bottom.
- 9 After this, tap on Pixels.
- 10 A dashboard will appear, and from there, you have to tap on Create Conversion Button.
- 11 A pop-up menu will appear asking you to choose among two conversion methods.
- 12 Tap on the option saying Track Conversions with Standard Events.

*Notes*

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13

Now nine different standard events will appear in a pop-up box each having its own code that you'll add.

 

14

If you own a website developer, this step will be very easy to follow. In this step, you have to add conversion code to your website.

 

15

Copy and paste the event code into the page from where you want to track conversions.

 

16

If you're bad at coding, you can simply use plugins to install the conversion codes on your website.

 

17

Get these plugins from your Wordpress dashboard, now activate and install those codes to your website.

 

18

Now your every conversion will be tracked effectively.

 

*Notes*