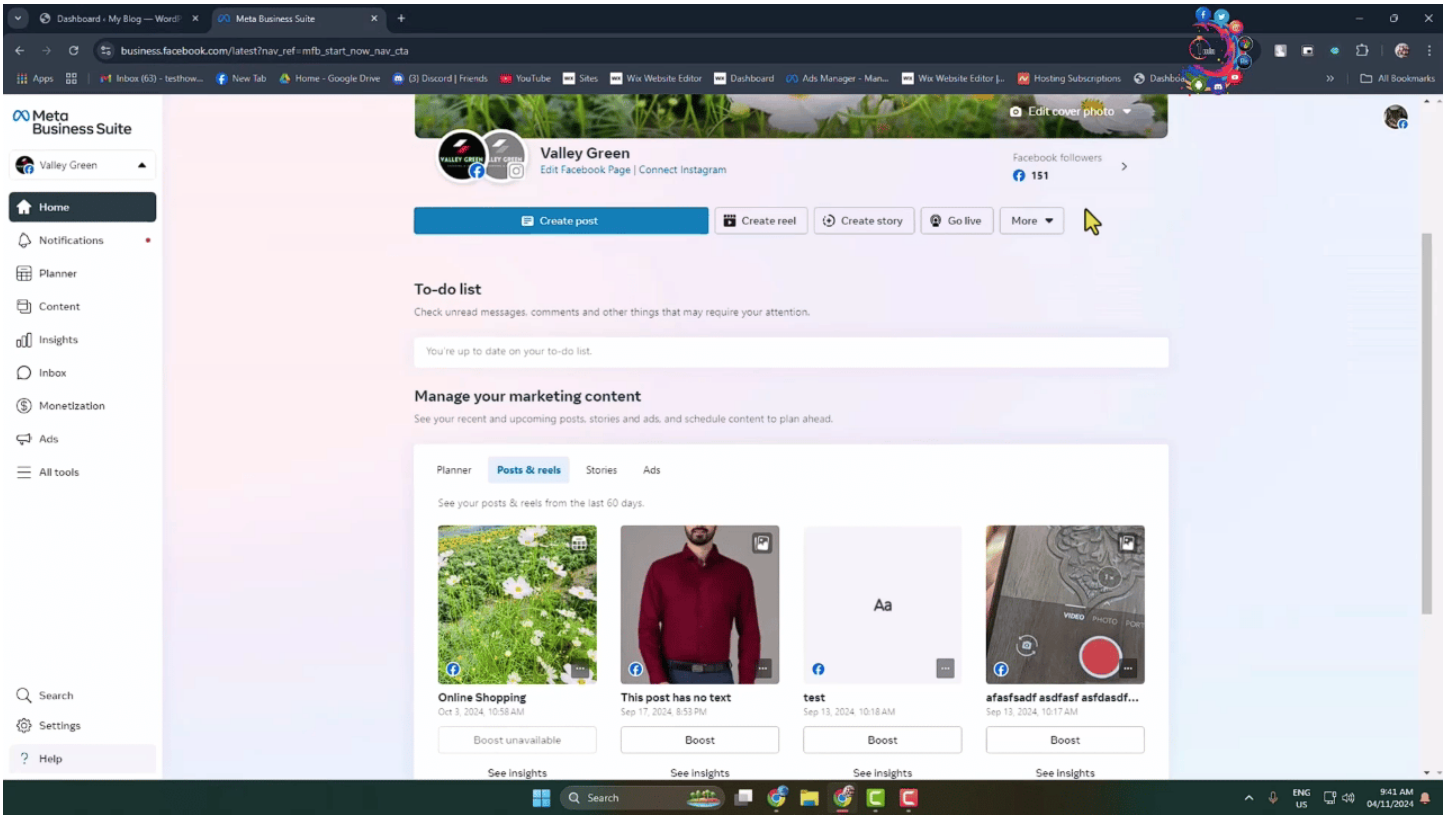
How to Connect Facebook Pixel to WordPress

Analytics & Marketing · https://thewebops.com/help-center/analytics-marketing/how-to-connect-facebook-pixel-to-wordpress/

In this Article

1. Open Events Manager in your Facebook Business account
2. Install and activate the Meta Pixel plugin in WordPress
3. Connect your WordPress site to your Facebook account
4. Complete the setup and confirm the connection
5. Test your Pixel

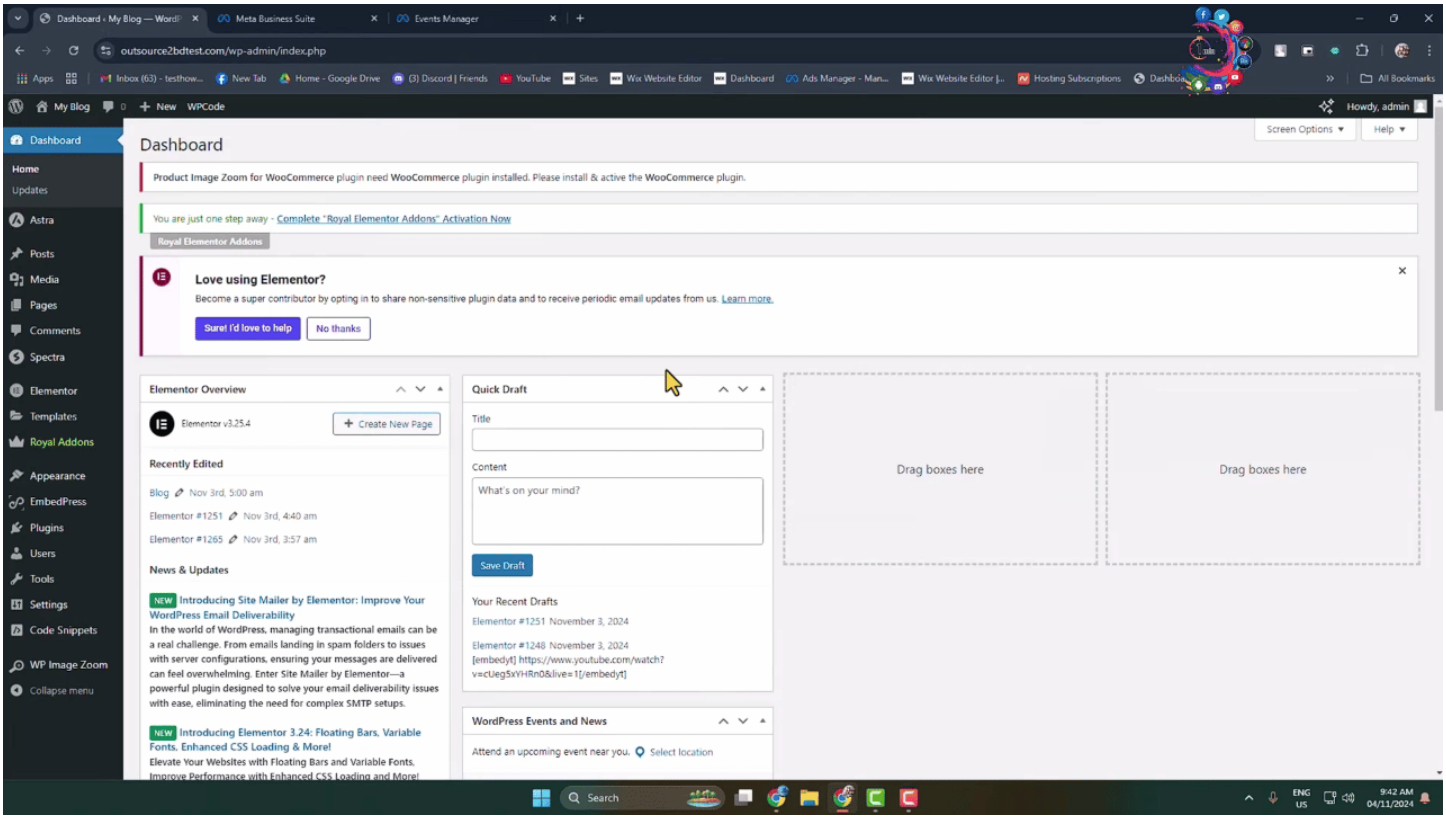
1. Open Events Manager in Your Facebook Business Account



1. Go to business.facebook.com.
2. Make sure you're logged in to your **Business account** (not your personal profile).

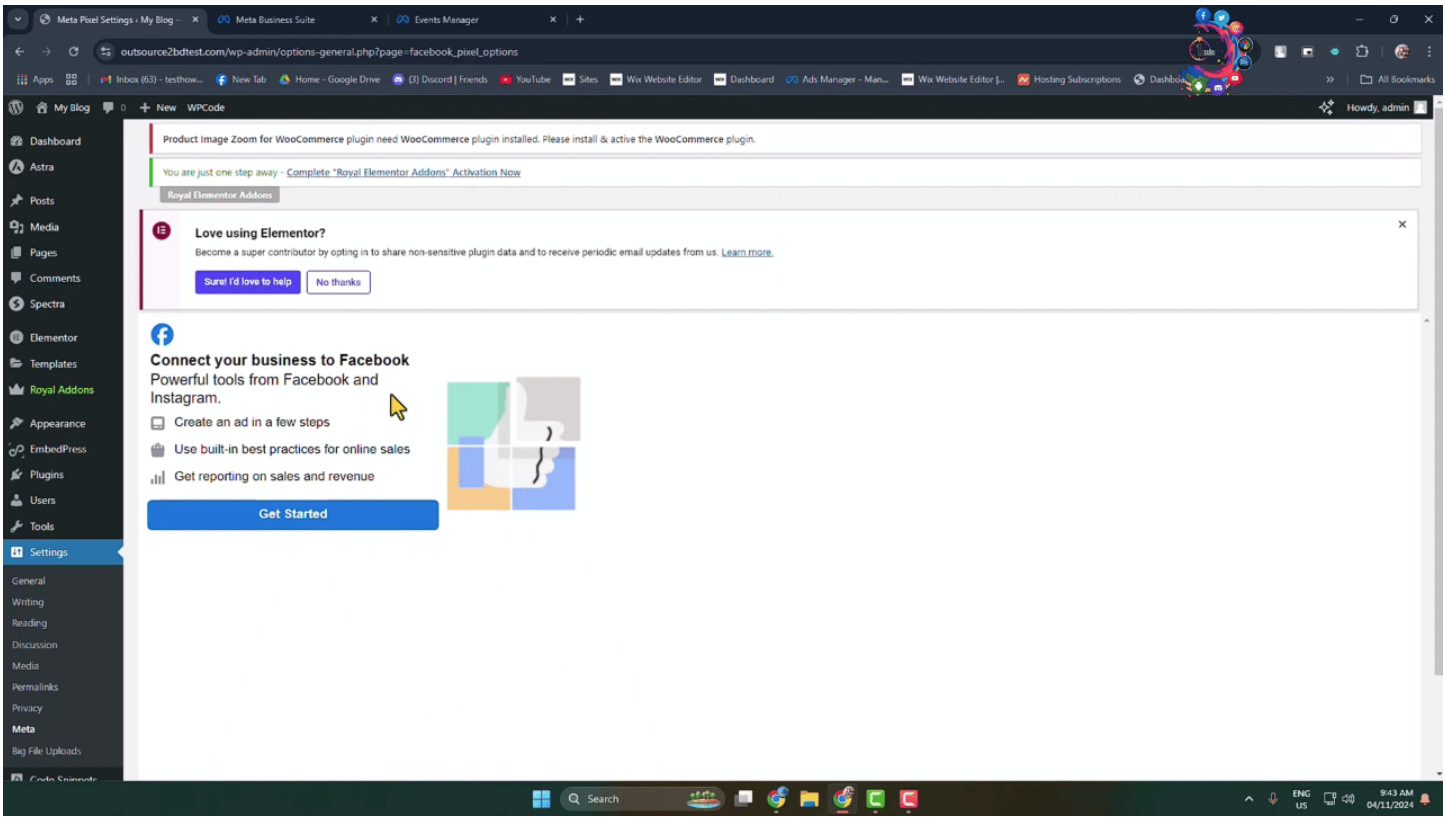
3. Click **All Tools** from the left menu.
4. Select **Events Manager**.
5. Ensure you already have a **Meta Pixel created** under your business account.

2. Install and Activate the Meta Pixel for WordPress Plugin



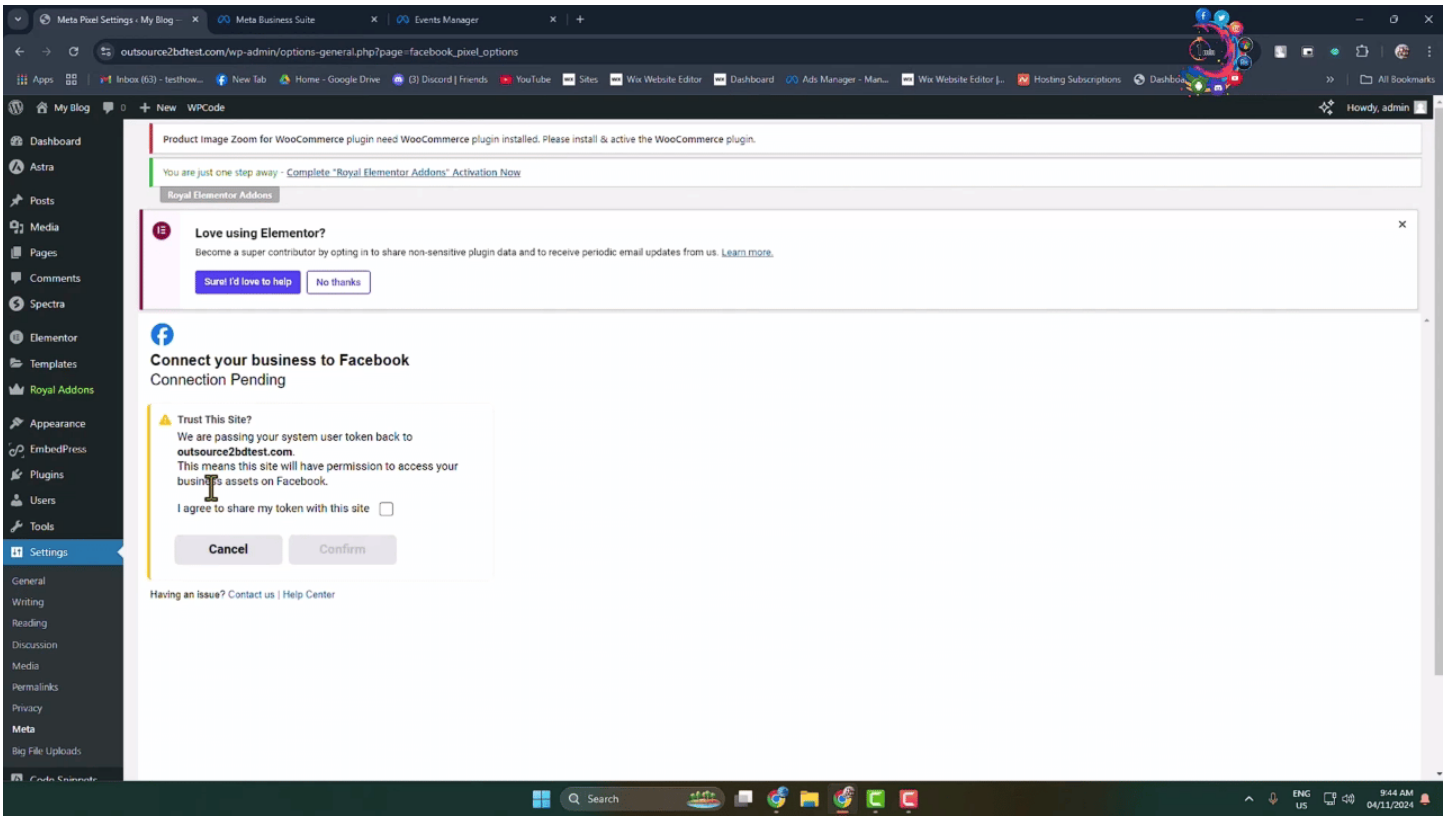
1. In your WordPress dashboard, go to **Plugins > Add New**.
2. Search for **Meta Pixel for WordPress**.
3. Click **Install Now**, then **Activate**.
4. Once activated, go to **Settings > Meta** in your dashboard.

3. Connect Your WordPress Site to Facebook



1. In the plugin settings, click **Get Started**.
2. Select the correct Facebook account and click **Continue as [Your Name]**.
3. Click **Next**.
4. From **Business Portfolio**, select your business portfolio.
5. From **Meta Pixel**, select the Pixel you created earlier.
6. Click **Next**, then **Continue**, then **Next** again.
7. Click **Done** to finish the setup.

4. Confirm Access in WordPress



1. Back in WordPress, you may see a warning: "*Trust this site?*".
2. Select **I agree to share my token with this site**.
3. Click **Confirm**.

5. Test Your Pixel

1. In **Events Manager**, go to the **Test Events** section.
2. Open your website in another browser tab.
3. Perform an action (like visiting a page or clicking a button).
4. If everything is connected properly, you'll see the event appear in real time.

Quick Recap

- **Step 1:** Open Events Manager in Facebook Business and confirm you have a Pixel.
- **Step 2:** Install and activate the Meta Pixel plugin in WordPress.
- **Step 3:** Connect your site to your Facebook business account and Pixel.
- **Step 4:** Approve the token confirmation in WordPress.

- **Step 5:** Test the Pixel in Events Manager.

Pro Tips

- Make sure you're logged into the **correct Business Manager** before starting.
- If you don't see your Pixel, double-check that it's created in the **same Business Portfolio** you selected.
- Use Chrome's **Meta Pixel Helper** extension to troubleshoot events firing on your site.