

KAKO NAMESTITI PIXEL NA SPLETNO STRAN

1. KORAK

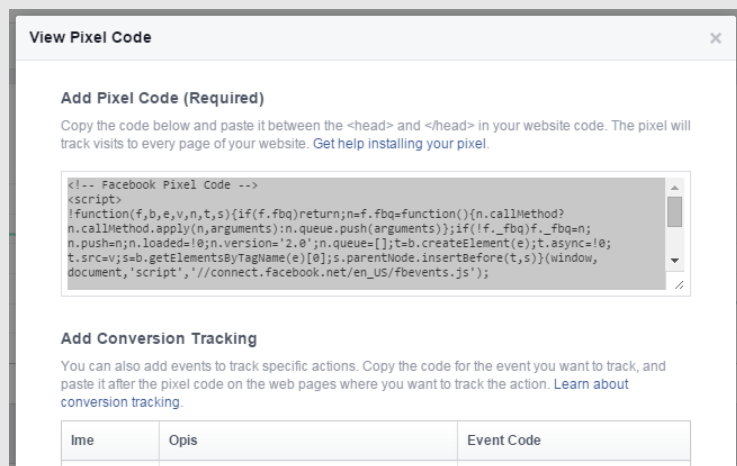
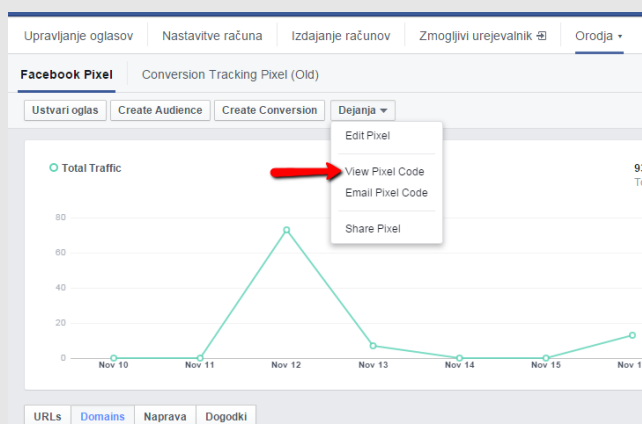
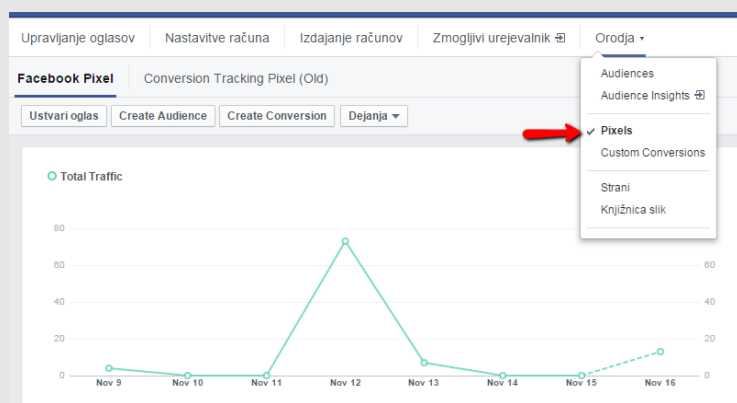
Zgenerirajte/kopirajte Pixel na vaši FB strani.

Pojdite v: [Urejevalnik oglasov](#) > [Orodja](#) > [Pixels](#)

V Orodjih se pojavijo nove možnosti in sledite: [Dejanja](#) > [View Pixel Code](#)

Če pixla še niste ustvarili, ga ustvarite po navodilih.

DOKONČANO



The screenshot shows the 'View Pixel Code' dialog box. It has a title bar with 'View Pixel Code' and a close button. The main content area has the following sections:

- Add Pixel Code (Required)**
Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)
- Add Conversion Tracking**
You can also add events to track specific actions. Copy the code for the event you want to track, and paste it after the pixel code on the web pages where you want to track the action. [Learn about conversion tracking.](#)

Below the text, there is a code block containing the Facebook Pixel 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._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','//connect.facebook.net/en_US/fbevents.js');
```

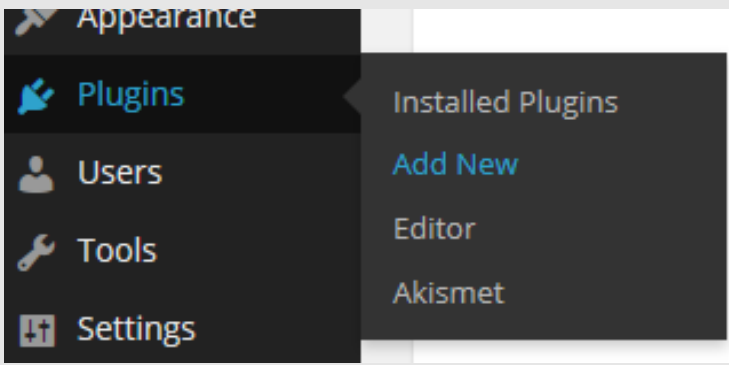
At the bottom, there is a table for conversion tracking events:

Ime	Opis	Event Code
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2. KORAK

Pojdite v svoj Wordpress urejevalnik in namestite vtičnik: [Tracking Code Manager](#)

DOKONČANO



A screenshot of the 'Tracking Code Manager' plugin card in the WordPress dashboard. The card shows the plugin icon, the name 'Tracking Code Manager', a status of 'Installed', and a 'More Details' link. Below this, it says 'A plugin to manage ALL your tracking code and conversion pixels. Compatible with Facebook Ads, Google Adwords, WooCommerce, Easy Digital Downloads, ..'. It is by 'IntellyWP' and has a 4.5-star rating from 14 reviews, with over 10,000 active installs. It was last updated 2 months ago and is compatible with the current version of WordPress.

3. KORAK

DOKONČANO

Omogočite vtičnik in greste v nastavitve/Settings.

V zavihku Edit kopirate Facebook Pixel codo ter mu date ime.

Označite, da se inštalira v <HEAD> in na vse strani.

A screenshot of the 'New tracking code' form in the Tracking Code Manager plugin. Red arrows point to four key elements: 1. The 'Add new' button. 2. The 'Name' input field. 3. The 'Paste your Tracking Code here' text area. 4. The 'Position inside the code' dropdown menu, which is set to 'Before </HEAD>'. The form also includes a 'Where do you want to add this code?' section at the bottom.

A screenshot of the 'Edit tracking code' form in the Tracking Code Manager plugin. The form is titled 'Edit tracking code' and contains the following information: Name: 'Facebook Pixel Code'. The tracking code is pasted into the 'Paste your Tracking Code here' field. The 'Position inside the code' dropdown is set to 'Before </HEAD>'. The 'Where do you want to add this code?' section is set to 'Standard code tracking in your Wordpress'. The 'In which page do you want to insert this code?' section is set to 'In the whole website (pages, posts and archives)'. The tracking code is as follows:

```
<!-- 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.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)}
(window,document,'script','//connect.facebook.net/en_US/fbevents.js');

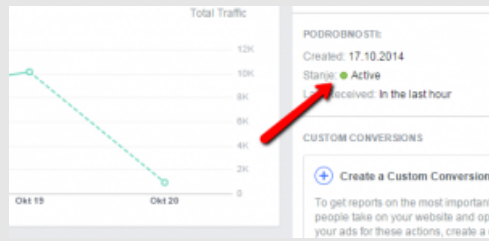
fbq('init', 'XXXXXXXXXXXX');
fbq('track', "PageView");</script>
<noscript></noscript>
<!-- End Facebook Pixel Code -->
```

4. KORAK

Preverite, če Pixel deluje.

a. Toplo priporočam, da si namestite brezplačno orodje Pixel Helper. Z njim boste enostavno videli kateri Pixli se aktivirajo na vsaki vaši strani, ki jo boste obiskali.

b. Obiščete spletno stran, kamor ste namestili Pixel. To ga bo aktiviralo, če je pravilno nameščen. Potem pa v svojem Facebook Ads Managerju obiščete Tools > Pixels. Tam vam stanje pokaže, če je Pixel aktiven.



DOKONČANO