

Google Analytics & Facebook Pixels



You can't improve what you don't measure...

You also can't stay in front of people who find you online, but fail to convert into a lead, if you're not retargeting them.

That's where Google Analytics and Facebook Pixels come into play.

Google Analytics

To start, you need to know how much traffic is coming to your Funnels and website.

Way too many people jump to the conclusion that they get little or no traffic because they get no leads... when in reality, the reason they get no leads is because they have no conversion tools and zero conversion optimization.

If you're marketing your business, chances are traffic is not your problem, converting traffic into leads is your problem...

And you need to know how big of a problem it is in order to properly evaluate which are your best next steps to take.

Google Analytics provides data on everything you need to know regarding your website traffic, and it's free.

You can track how many visitors you are getting, how long they're staying, what pages they're looking at, and much more.

Having a website is crucial, and knowing how it's performing is just as important.

There's no way to improve results if you don't know what your strengths and weaknesses are.

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Google Analytics can help reveal that important information, it's free, and it's easy to set up and install.

We do this for our clients daily, so if you have a website with us, just send over your Google Analytics code, we'll get it installed right away.

If you're using Funnels as your website or as landing pages, we do have some pretty awesome built-in tracking and stats available right in your Funnels Dashboard, but Google Analytics can be helpful in digging even deeper.

Adding Google Analytics to Funnels is a simple copy and paste. Check out the video in the content below to see how:

- **Google Analytics How-To Video:** [Installing Google Analytics on your Funnels](#)
- **More Info on Google Analytics & Signup Free:** [Click Here](#)

Facebook Pixels

A Facebook Pixel will build a custom audience of people coming to your website or your Funnels, allowing you to "retarget" them with ads.

This keeps you in front of warm prospects and allows you to continue to market to them.

Like Google Analytics, setting up Facebook Pixels is easy, it's free, and it's simple to install.

We do this for our clients daily, so if you have a website with us, just send over your Facebook Pixel code, we'll get it installed right away.

If you're using Funnels as your website or as landing pages, you can add your Facebook Pixel right in your Funnels Dashboard.

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Adding Facebook Pixels to Funnels is a simple copy and paste. Check out the video below to see how:

- **Facebook Pixel How-To Video:** [Installing Facebook Pixels on your leadPops Funnels](#)
- **More Info on Facebook Pixels & Signup Free:** [Click Here](#)

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on this topic and many more, go to:**

www.leadPops.com/dma

**Keep in mind, expert marketing consultations are included
FREE with your Funnels Membership.**

**Made with  by the
leadPops Marketing Team**