

# PixelYourSite - Your smart PIXEL (TAG) & API Manager

<https://wpdemo.net/demos/plugins/pixelyoursite>

**PixelYourSite Free Version: Complete Tracking Solution for the Meta Pixel, Google Analytics 4, and Google Tag Manager.**

Easily integrate Meta Pixel with full Conversion API support, Google Analytics 4, and Google Tag Manager into your WordPress site. Plus, use our simple Head and Footer script option to add any custom script you need for advanced tracking and optimization. The Pinterest Tag can be implemented via this [paid add-on](#). Similar paid add-ons for the [Bing tag](#) and for the [Reddit Pixel](#).

## **Free training:**

We have a YouTube channel called [PixelYourSite](#) where we explain a lot of stuff about the plugin, Meta API, Google Analytics, Google Ads, TikTok and so on. Check this one to learn how to setup Meta Conversion API and a few tips to improve your EMQ score:

## **PixelYourSite will help you:**

- Install the Meta Pixel with Conversion API support.
- Install Google Analytics 4 (GA4).
- Install Google Tag Manager and push events into the data layer with ZERO coding (NEW).
- Configure Google Consent Mode: [check this dedicated page for more details](#).
- Configure Google Tag Manager Server-Side Tagging for our native GA4 script: [more details here](#).

- Install any other scripts with our Head & Footer option.

### **PixelYourSite & WooCommerce:**

- All e-commerce specific events are automatically fired.
- All parameters required for dynamic ads (Meta or Google) are present.
- Flexible options for product IDs (default IDs, or SKU).
- The plugin can also use Facebook for WooCommerce product ID logic. You can use our advanced tracking and Facebook for WooCommerce catalogs.
- Client data is used to improve Meta EMQ score for the API events.

### **PixelYourSite & Easy Digital Downloads:**

- All e-commerce specific events are automatically fired.
- All parameters required for dynamic ads (Meta or Google) are present.
- Client data is used to improve Meta EMQ score for the API events.

### **Track key actions with our automated events:**

- Searches (search keywords are tracked as parameters).
- Form submissions.
- User signups.

- User login.
- Downloads (file names and type are tracked as parameters).
- Comments.
- Page scroll.
- Time on page.

### **Track other actions with your own events:**

- Configure any standard or custom event for Meta, GA4, or GTM.

### **Head & Footer functionality. Add your own scripts:**

- On all pages.
- On specific pages.
- On the WooCommerce order received page.
- For all devices, for desktop, or mobile only.

### **Consent & GDPR:**

- The plugin integrates with some of the most popular consent solutions.
- It has consent filters allowing other consent plugins to control our scripts and cookies.
- It can fire GA4 tags with Google Consent Mode granted.

- Dedicated filter that enables Meta Limited Data Use.
- It's fully integrated with [ConsentMagic](#).

## Google Tag Manager

PixelYourSite is known for its easy integration of the Meta Pixel, Google Analytics, TikTok (paid), Pinterest (paid add-on), and Bing (paid add-on). What makes it special is its new Google Tag Manager integration, pushing all events into the GTM data layer with no coding required.

GTM Container Import: to simplify GTM setup we offer you a GTM Container Import file that will configure triggers for all our events and variables for all our parameters. Version 1.0 of this file comes with Google Analytics 4 tags pre-configured: [Watch this video to learn more](#).

### Key resources:

Learn how to [verify your domain on Facebook](#)

Learn how to handle [Google Consent Mode V2](#)

Learn how to improve [Meta EMQ Score](#)

Learn how to track [WordPress Forms](#)

Learn more about [Automated Events](#)

Learn more about [Native WooCommerce Reports](#)

Learn how to [analyse PixelYourSite data with ChatGPT](#)

Learn how to [setup GTM server side tagging with the native GA4 integration](#)

### Even more features with our paid plugins:

PixelYourSite development is supported by our paying customers. We've turned [PixelYourSite Professional](#) into a powerful tracking tool. Alongside it, we offer a range of plugins, like the [WooCommerce Feed Plugin](#) and our consent management solution, [ConsentMagic](#).

The list of paid features is long and growing:

[WPDemo - Hosted WordPress demo sites with full admin access, private, temp, Have](#)

- Support for Google Ads tags.
- Support for TikTok tags.
- Pinterest and Bing support via paid add-ons.
- More automated events, tracking even more key actions.
- More parameters for our events, including landing page, traffic source, or UTMs tracking.
- More triggers for your own events: Clicks on links and CSS Selectors, Number of Page Views, Mouse over CSS Selectors, Embedded video views, Email link click, Page scroll, Post type, and direct integrations with various Form plugins plus Elementor forms.
- More events triggers on top of the ones available in the free version (URL filters, Device, User role): URL parameters, Landing page, Source.
- Better tracking of user data for an improved EMQ score, including the ability to get user data from forms, or URLs.
- Improved tracking of WooCommerce and EDD purchases.
- Support for multiple tags.
- The possibility to configure where to fire or hide a particular tag based on flexible conditions.
- Native WooCommerce and EDD reporting.
- ... and many more!