

FREE CHECKLIST · CHAPTER 6

PIXEL HEALTH CHECKLIST

A broken pixel is the #1 reason ad campaigns underperform. Run this audit monthly. Fix what's broken before you spend another dollar. Page 3 has the GHL CAPI walkthrough.

01 PIXEL INSTALLATION

5 MIN AUDIT

- ☐ Meta Pixel base code is installed on every page of your website (header)
- ☐ Conversions API is connected to Meta (server-side tracking)
- ☐ Domain is verified in Meta Business Manager
- ☐ Only one pixel is firing (duplicate pixels cause double-counting)
- ☐ iOS 14.5+ aggregated events are configured (top 8 events prioritized)
- ☐ Meta Pixel Helper Chrome extension shows green checkmark on your site

02 EVENT FIRING

CRITICAL EVENTS

- ☐ **PageView** fires on every page
- ☐ **ViewContent** fires on offer/landing pages
- ☐ **Lead** fires after form submission (NOT on form load)
- ☐ **CompleteRegistration** fires on thank-you page only
- ☐ **Schedule** fires when booking is confirmed
- ☐ Test events show up in real-time in Meta Events Manager

03 DATA QUALITY

WHAT META SCORES YOU ON

QUALITY METRIC	HEALTHY SCORE	YOURS TODAY
Event Match Quality	7.0+ / 10	
Customer Information Parameters	5+ fields per event	
Deduplication Rate	75%+	
7-Day Event Volume	100+ events	

The fix: Pass email, phone, first name, last name, city, and zip with every event via Conversions API. Meta uses this to match events to users on Apple devices where the pixel can't.

COMMON FIXES + WHEN TO CALL FOR HELP

04 THE 6 MOST COMMON PIXEL PROBLEMS

PROBLEM	WHAT'S HAPPENING	HOW TO FIX
"Lead" fires on every page	Pixel installed wrong, triggers on PageView	Move Lead event to form submission only
Conversions dropped after iOS 14	No Conversions API installed	Set up CAPI through GHL or Zapier (Pg 3)
Event Match Quality below 6	Not passing customer data	Add email/phone/name to all events
Two pixels firing	Old pixel + new pixel both active	Remove old pixel from website code
Pixel says "Pending"	Domain not verified	Verify domain in Business Settings
Costs spiked, leads dropped	Pixel broken, Meta optimizing blind	Pause campaigns, fix pixel, restart

05 WHEN TO CALL A SPECIALIST

- ☐ You see "Pixel not firing" errors and can't find where to fix the code
- ☐ You're spending \$1,500+/month on ads and Event Match Quality is below 6
- ☐ You need Conversions API set up and you don't have a developer
- ☐ Your landing pages are on a platform you don't have admin access to
- ☐ Your ad costs have doubled with no other obvious explanation

Rule of thumb: If your monthly ad spend is over \$1,500 and your Event Match Quality is below 6, hiring a specialist to fix your pixel will pay for itself in the first 30 days through reduced CPL.

06 MONTHLY PIXEL HEALTH SCORE

THIS MONTH'S SCORE

_____ / 22

CHECKBOXES COMPLETED

ACTION BY

FIX DATE

GHL CAPI SETUP

FOR GHL USERS

Most LASSO gyms run GoHighLevel. Here's the step-by-step to wire Meta Conversions API directly through GHL so your pixel survives iOS 14+ and your CPL drops.

Why CAPI matters for GHL gyms: When a lead fills out a GHL form, the browser pixel fires (sometimes). When CAPI is wired up, GHL sends the conversion server-to-server to Meta regardless of browser blockers. Result: Event Match Quality jumps from 4-5 to 8-9. CPL drops 15-30% in 30 days.

07 STEP-BY-STEP IN GHL

01 Get Your Meta Access Token + Pixel ID

In Meta Events Manager, open your pixel. Click Settings. Scroll to Conversions API section. Click Generate Access Token. Copy the long token string and your Pixel ID.

Meta path: Events Manager → Data Sources → Your Pixel → Settings → Conversions API → Generate Access Token

02 Open GHL Integrations

In your GHL sub-account, go to Settings, then Integrations. Find the Facebook (Meta) integration. Click Connect or Configure.

GHL path: Settings → Integrations → Facebook (Meta) → Connect

03 Paste Pixel ID + Access Token

In the GHL Facebook integration, paste your Pixel ID and Access Token. Save. GHL will test the connection. You'll see a green "Connected" status if it worked.

If you get an error: regenerate the access token in Meta and paste again. Most failures are stale tokens.

04 Map Your GHL Workflows to Meta Events

For each lead form or booking flow, create a GHL Workflow that fires a Conversions API event. Standard mapping: form submission = **Lead**, booking confirmed = **Schedule**, member signed up = **CompleteRegistration**.

GHL path: Automation → Workflows → New Workflow → Trigger: Form Submitted → Action: Facebook Conversions API

05 Pass the Customer Data

Inside the Facebook Conversions API action in GHL, map these fields from the contact: **email, phone, first_name, last_name, city, state, zip, country**. The more fields you pass, the higher Event Match Quality climbs.

Critical: pass **email AND **phone**. Either alone is okay. Both is significantly better.**

06 Test with Real Events Mode

In Meta Events Manager, copy the Test Event Code. Paste it into the GHL Facebook integration's Test Events field. Submit a form on your site. The event should appear in Meta Test Events within 60 seconds.

Meta path: **Events Manager → **Test Events tab** → **Copy Test Event Code**. Remove the test code from GHL after verification.**

08 GHL CAPI QUALITY CHECKLIST

- ☐ Pixel ID and Access Token saved in GHL integration
- ☐ Lead workflow fires Conversions API on form submission
- ☐ Schedule workflow fires Conversions API on booking confirmation
- ☐ Both email AND phone are mapped in the event payload
- ☐ Test event appeared in Meta Events Manager within 60 seconds
- ☐ Event Match Quality is 7.0+ after 7 days of traffic