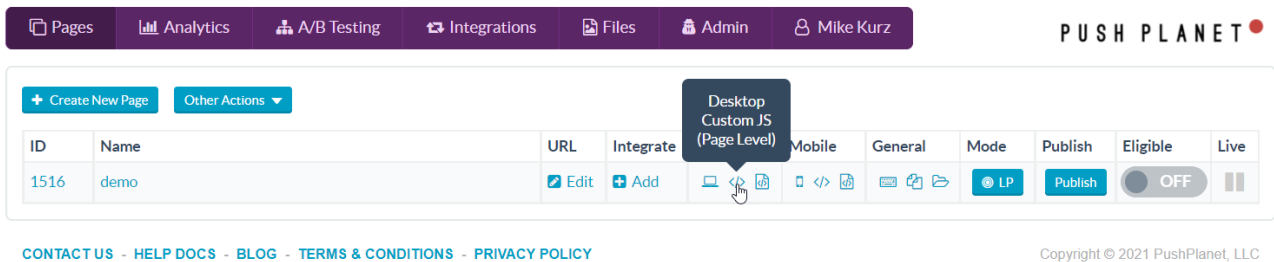


# How To Fire a GA Pixel on a Landing or Preference Page

Last Modified on 06/24/2026 11:55 am EDT

Instead of firing Google Analytics directly from the page, we recommend [installing Google Tag Manager](#) on your pages instead.

If you prefer to fire Google Analytics events directly from the page, first open the JS editor for the page you're working on.



The screenshot shows the Push Planet dashboard with a navigation bar containing 'Pages', 'Analytics', 'A/B Testing', 'Integrations', 'Files', 'Admin', and 'Mike Kurz'. The 'Pages' section is active, showing a table with one page: 'demo' (ID: 1516). The 'Integrate' column for this page has a dropdown menu open, highlighting the 'Desktop Custom JS (Page Level)' option. Below the table are links for 'CONTACT US', 'HELP DOCS', 'BLOG', 'TERMS & CONDITIONS', and 'PRIVACY POLICY', and a copyright notice for 2021 PushPlanet, LLC.

Add the following JS. Be sure to add your GA ID in the first line.

```
let GoogleAnalyticsId = "Add your GA ID here";//Google Analytics
try {
  (function(i, s, o, g, r, a, m) {
    i['GoogleAnalyticsObject'] = r;
    i[r] = i[r] || function() {
      (i[r].q = i[r].q || []).push(arguments)
    }, i[r].l = 1 * new Date();
    a = s.createElement(o),
      m = s.getElementsByTagName(o)[0];
    a.async = 1;
    a.src = g;
    m.parentNode.insertBefore(a, m)
  })(window, document, 'script', 'https://www.google-analytics.com/analytics.js', 'ga'); ga('create', GoogleAnalyticsId, 'auto');
  ga('send', 'pageview');
} catch (err) {
  console.log("Google Analytics Error: " + err);
}
```

Save and publish the JS and the GA pixel will now fire a pageview on the page.

If you also want to fire GA events on form submission, or if you have any questions about setting this up generally [send us an email](#) and we'll be glad to help.