

Facebook Advertising Objective: Clicks to Website

CAMPAIGN: Choose your objective

[Help: Choosing an Objective](#) | [Use Existing Campaign](#)

What's your marketing objective?

Auction  Reach and Frequency 		
Awareness	Consideration	Conversion
 Boost your posts	 Send people to your website	 Increase conversions on your website 
 Promote your Page	 Get installs of your app	 Increase engagement in your app
 Reach people near your business	 Raise attendance at your event	 Get people to claim your offer
 Increase brand awareness	 Get video views	 Promote a product catalog
 Increase your reach	 Collect leads for your business	 Get people to visit your stores

One of the many [benefits of Facebook for businesses](#) is the selection of objectives available for you to outline and achieve your advertising goals. If you want people to search for more information about your business, then you should choose “clicks to website” as your Facebook advertising objective. This is a practice well-known by the [top Facebook ad agencies](#).

[With this objective](#), you can direct customers to your website and encourage them to explore your content, familiarize themselves with your brand, and hopefully convert. Clicks-to-website ads typically include the following call-to-actions:

- Book Now
- Contact Us

- Download
- Learn More
- Shop Now
- Sign Up
- Watch More
- Apply Now

Like all other ad types on Facebook, clicks-to-website objective ads are not available for brands with [prohibited items to sell on Facebook](#), so double-check that your ads will qualify. Additionally, clicks-to-website ads, as the name implies, are only useful for businesses that have a site of their own to direct traffic to. In other words, if you're selling on [Facebook Marketplace](#) and not your own online store, these ads won't be useful to you.

Which platforms support the clicks-to-website objective?

You can serve all click-to-website ads on Facebook (mobile, desktop, newsfeed, and right column) and Instagram's platforms. When creating an ad in Ads Manager, you can choose where you want to serve your ads in the "Placements" section.

Placements

Show your ads to the right people in the right places.

☐ **Automatic Placements (Recommended)**

Your ads will automatically be shown to your audience in the places they're likely to perform best. For this objective, placements may include Facebook, Instagram and Audience Network. [Learn more.](#)

☒ **Edit Placements**

Removing placements may reduce the number of people you reach and may make it less likely that you'll meet your goals. [Learn more.](#)

Device Types

All Devices (Recommended) ▼

Platforms

Facebook	☒
Instagram	☒
Audience Network	☒

ADVANCED OPTIONS

[Specific Mobile Devices & Operating Systems](#)

[Exclude Categories for Audience Network](#)

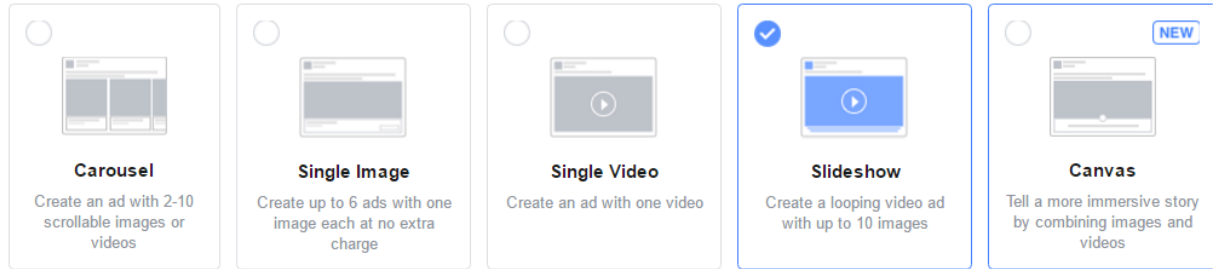
[Apply Black Lists for Audience Network](#)

Which ad formats can I use with the clicks-to-website objective?

An ad with a click-to-website objective is eligible for the video, carousel, photo, canvas, and slideshow format. You can choose your format in the "Format" section when creating the ad.

Format

Choose how you'd like your ad to look.



Facebook ad specs

When creating a clicks-to-website ad, follow these [Facebook ad specs](#).

Facebook Links

Design Recommendations

Recommended image size: 1,200 x 628 pixels

Image ratio: 1.9:1

Text: 90 characters

Headline: 25 characters

Link description: 30 characters

Your image should include minimal text. See how the amount of text in your ad image will impact the reach of your ad.

Instagram Links

Design Recommendations

Image ratio: 1:1

Image size: 1080 x 1080 pixels

Caption: Text only, 125 characters recommended

Technical Requirements

Image ratio: 1.9:1 to 1:1

Minimum resolution: 600 x 315 pixels (1.9:1 landscape) / 600 x 600 pixels (square)

Caption: Text only, max 2,200 characters

Limited support for landscape format

Maximum resolution: 1936 x 1936 pixels

File type: .jpg or .png

Maximum size: 30MB

Your image may not include more than 20% text. See how much text is on your image.

Facebook Carousel

Design Recommendations

Recommended image size: 1080 x 1080 pixels

Image ratio: 1:1

Text: 90 characters

Headline: 40 characters

Link description: 20 characters

Your image should include minimal text.

Instagram Carousel

Design Recommendations

Image size: 1080 x 1080 pixels

Caption: Text only, 125 characters recommended

Technical Recommendations

Minimum number of images: 3

Maximum number of images: 5

Image ratio: 1:1

Minimum resolution: 600 x 600 pixels

Maximum resolution: 1936 x 1936 pixels

File type: .jpg or .png

Maximum size: 30MB per image

Your image should include minimal text. See how the amount of text in your ad image will impact the reach of your ad.

Caption: Text only, max 2,200 characters

Facebook Canvas

Design Requirements

Image Ratio: 1.9:1

Image Size: 1,200 x 628 pixels recommended

Your image may not include more than 20% text. See how much text is on your image.

Text: 90 characters recommended

Headline: 45 characters recommended

Note that the feed unit may have either an image or video.

This post about the topic “Facebook Advertising Objective: Clicks to Website” was first published on our website here

<https://www.advertisemint.com/facebook-advertising-objective-clicks-website/>