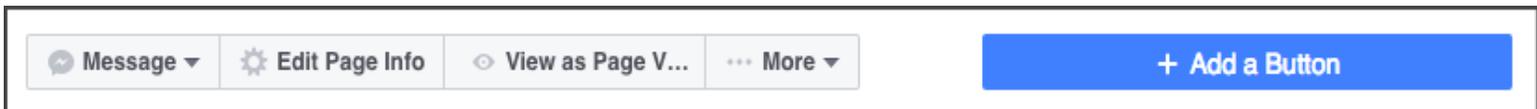


## How do I add a call-to-action button to my Page?

Calls to action help drive people from Facebook to take actions that are important to your business (ex: booking appointments at your salon). You can add a call- to-action button to your Page at no cost. Keep in mind that not everyone has this feature yet.

To add a call-to-action button on your Page that directs people to your website:

1. Go to your Page's cover photo and click + **Add a Button**.



2. Choose your call-to-action, and enter the URL for your website.
  3. Click **Create**.
- You can choose from different call-to-action buttons, if you're [creating a local business ad](#) or if you're [creating a lead ad](#).

To add a call-to-action button to your Page that directs people to your app:

1. Go to your Page's cover photo and click **Create Call to Action**.
2. Choose a call to action, add a website URL and click on the toggle below **Set up a Link to an App?**
3. Below **IOS Setting**, if you leave **Website** in the dropdown menu, people will be directed to your website. To direct people using an iPhone or iPad to your app, click the dropdown menu and select **App**. Add an **App Link**. You'll also have the option to add a **Website or App Store Link**.
4. Below **Android Setting**, if you leave **Website** in the dropdown menu, people will be directed to your website. To direct people using an Android to your app, click the dropdown and choose **App**. Add an **App Link**. You'll also have the option to add a **Package Name** and a **Website or Play Store Link**.
5. Click **Create**.

Once you've created a call-to-action button, you can track the number of people who have [clicked on the button](#).

You can [see here](#) if a **Donate** call-to-action button is right for you.

Learn how to add a [call-to-action](#) button to an ad you're creating on Facebook.

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How helpful did you find this answer?

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- [How do I edit or remove my Page's call to action?](#)

- [How can I see how many people have clicked my call-to-action button?](#)
- [I don't have an app or mobile site to link people to when they click my Page's call-to-action button.](#)
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- [How can I tell how my Page's call-to-action promotion is doing?](#)