

Generating and Adding Favicon to a WordPress Website

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In brief

Even though it might seem so obvious, plenty of websites do not realize just how big of a part a favicon plays in your website's branding. And no matter what kind of business you are running, branding is one of the most important aspects and require a lot of your focus.

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If you have not had a lot of experience with marketing online in general, you might be having a lot of questions. This article is going to reveal pretty much everything one has to know about favicons.

What is a Favicon?

To make things simple, a favicon is an icon you see on the top-right corner of a tab, next to the URL of a website. You have definitely seen it and should be aware of it, even if you are not certain how to call it.

How to Create a Favicon?

Most brands tend to convert their current logos into favicons. This is probably what you should do as well. Of course, the first thing you need is to get a logo if you have not had one before.

As an alternative, you could always come up with something entirely original, but still distinguishable enough to connect a favicon to the logo and the brand itself. If you do not have enough skills to use software like PhotoShop, consider a generator that is developed specifically for creating favicons. Online Favicon Generator: The 10 Best Options article is a good place to find exactly what you need.

Why You Need a Favicon?

Like already mentioned, branding is a very important aspect of any business out there. And while appearing insignificant, a favicon still plays the role of showing people on the internet that your website and business exist.

Another thing to consider is the fact that people are used to seeing favicons when they are browsing online. Expectations that should be met by everyone. In other words, not having a favicon will seem unnatural and give you a negative image. And do not forget about the fact that companies are upgrading their favicons all the time because they realize the importance.

Adding Favicon to a WordPress Website

There are a few methods of getting a favicon up and running. And all of them are relatively hassle-free so you should not have to spend too much time doing that. After reading this you will have 4 different ways to do that, so feel free to choose whichever you find the most convenient.

Through WordPress Customizer

If you are running the newest WordPress version, this method is probably the easiest of the lot. Most people who have done that will also recommend sticking to the customizer.

Go to the dashboard and click on "appearance" and "customize". Once there, visit the "site identity" page. When you click on that, a new menu bar will pop up on the right and you should see "select site icon" at the bottom.

Click on that and upload the image. It is as simple as that. But keep in mind that the image should be at least 512 x 512 pixels. Once the image is in the media, update the website and you should see the favicon live.

Plugin

WordPress is known for its plugins and you can do pretty much everything you want using them. You can even generate a favicon using a plugin, but if you have one ready for deployment so to speak, you should be looking for a plugin.

There are more than a few options out there and naming them all would be impossible. Make use of Google and you will definitely find one that fits the criteria.

Theme's Option

A good theme will have the option of uploading a favicon as well. Open the theme page and head over to options. If it supports a favicon, you will see a button for that. And if it does not, you will have to use another method. There is really no reason to switch the whole theme for something like an option to upload a favicon through the theme.

Adding Custom Code

This particular method is great for the older version of WordPress. Everybody had to upload a favicon by writing custom code. The first thing you need to do is locate your header.php file. That one is available in "appearance" to "theme editor".

Once you are there, select "theme header" and paste the following code:

```
[code lang="html"]<link rel="icon" href="https://www.wpblog.com/favicon.png" type="image/x-icon" />
<link rel="shortcut icon" href="https://www.wpblog.com/favicon.png" type="image/x-icon" />[/code]
```

Replace the URL of wpblog.com with your website and enjoy having your favicon visible to everyone.

Image Credits: Unsplash.com

You may also read

- Three Home Building And Construction Websites Like Probuilder
- Your Step-by-Step Playbook to Building Your Personal Website
- 3 Ways to Rank Your New Website on Google

References

1. oberlo.com - blog / favicon-generator - <https://www.oberlo.com/blog/favicon-generator>