

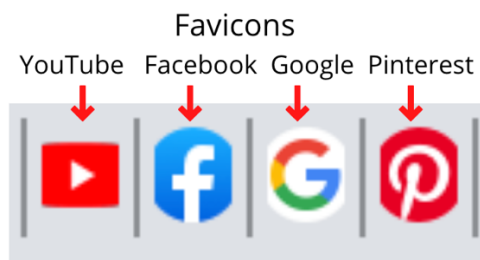


AUTHORS SELLING BOOKS ON SHOPIFY

Adding a Favicon to your store.

What is a favicon?

A favicon is a small square image displayed on the top of your browser tab. Here are some well-known examples.



Why have a favicon?

Having a favicon strengthens your brand and engenders trust in your store/website.

The design.

It doesn't have to be your logo and in fact, having your logo as a favicon is not a good idea.

A favicon should be in bright, distinct colours with a simple design. If your favicon is a line of text such as an author name, the text will be too small to read and so will be a waste of your time. Look at the favicons on your browser. Which ones stand out?

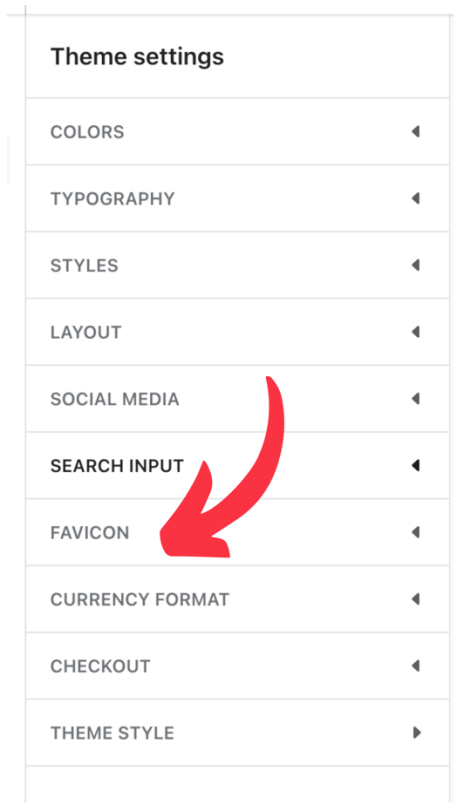
A favicon should be 16 x 16 pixels or 32 x 32 pixels – no larger.

You can create the favicon in Canva or use a free favicon online generator.

Canva does not allow images smaller than 40 pixels, but you could do 64 x 64 pixels and then reduce the size by half after downloading. BookBrush will allow a 32 x 32 pixel size.

How to upload the Favicon to Shopify.

Go to Online store > Themes > Customize.
Select Favicon from the menu.



Click Select image. Upload the image (or select it from the library if you have uploaded it previously).

Select alt text (if unsure of meaning, see Lecture on SEO) and type a description of the image.

Click Save.

Your favicon should now work!