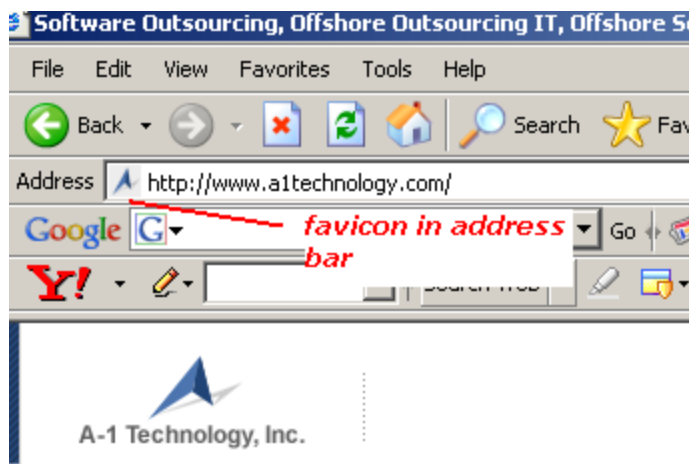


Building an online Brand using FAVI CON

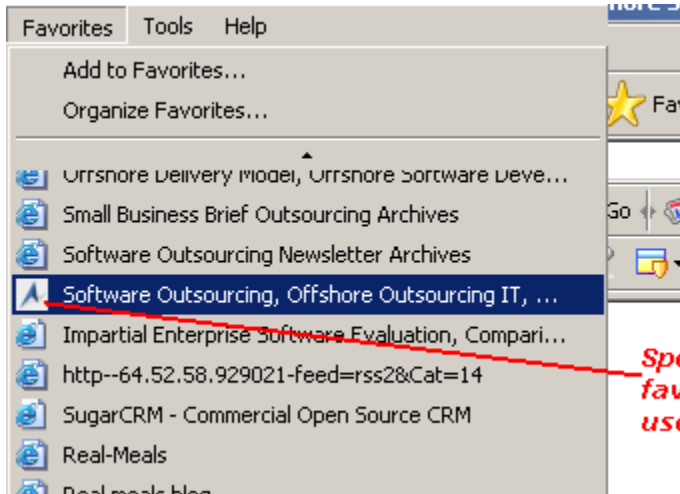
Building an online brand is becoming more and more critical these days. For many years webmasters have been building attractive designs in order to mesmerize surfers and build a long-term brand.

Now days, You must have noticed that some sites where a special icon displays beside the website URL in address bar of web browser instead of the common logo of browser being used and also if you add such sites in your Favorites list...same special icon will be displayed there also making the website logo more eye catchy. It is globally known as **FAVI CON**, is short for 'Favorites Icon.'



Originally an Internet Explorer innovation, the icon draws attention to the brand

and reinforces the brand logo in the visitor's mind. Those used to **tab browsing** know why FAVICONS are important. People will see your site stand out of the rest if your FAVICON is recognizable; after all, a picture says more than a thousand words. Also, when referencing to a site, and a recognizable FAVICON would probably increase your clicks from those sites as well.



Internet Explorer ("IE") 5.0 and above has a facility where, if someone bookmarks your website (ie puts it in their "Favorites" menu), it associates a particular icon with your website in the bookmark. It tries to obtain that icon by first requesting for "favicon.ico" from the directory of your web page. If it cannot find such a file, it will try to obtain it from the root directory of your website, failing which, it will simply use a default icon for the bookmark.

How to add a FAVICON?

- Creating a FAVICON: First of all you have to create your FAVICON in 16x16 **pixel graphic** .ico file format. An **ico file** is actually a repository of bitmap like images. This repository is scanned for the image size/color count appropriate for the location and the computer's color capability. If the image is not ideal, it may be compressed, expanded, and/or colors may be modified

producing unexpected results. Now you can create FAVICON online for free. Visit <http://www.html-kit.com/favicon/gallery/> .

Placing FAVICON: There are 2 different ways to do this:

Method 1

This is the easiest to do and it will show your icon no matter what page your visitor adds to their favorites. Simply upload your new icon to the main directory of your site, ie. <http://www.yoursite.com/favicon.ico> .

Method 2

If you don't have access to your root directory (if your on a free server for example) or if you want a different favicon for certain pages, add this to the <head> of your html. (You can name your favicon whatever you'd like with this method)

```
<link rel="shortcut icon" href="/folder-name/favicon.ico" >
```

Or if you prefer to use the full URL:

```
<link rel="shortcut icon"  
href="http://www.yourdomain.com/favicon.ico" >
```

Today, many browsers support Favicons, and if you are not providing or recommending Favicon branding for your clients, be assured that your competitors will.