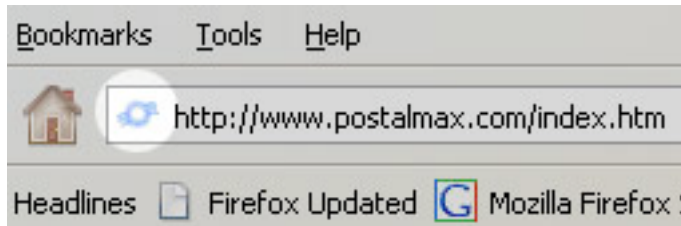


What the Heck is a Favicon?

You may have seen these when surfing the web and wondered...”How did they do that?”

Favicons are the little graphics that appear next to the web address in the URL window of your browser.

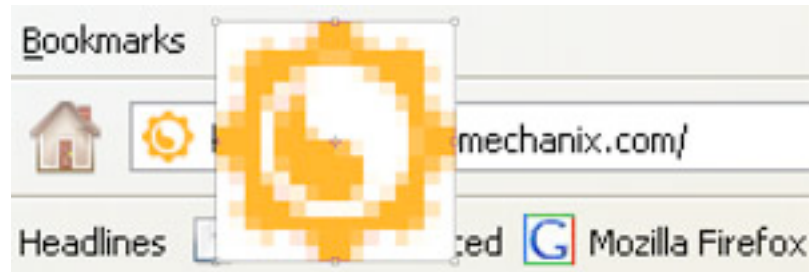


They are called favicons which is short for “Favorites-Icons”. These are the icons that help visually brand bookmarked pages in your browser’s favorites area.

They also are known as page icons or urlicons.

As you can see they are quite small, 16 by 16 pixels to be exact. So it is difficult to work in such a restricted space.

I generally take an aspect of the web site’s logo and try to make as bold of a representation as I can. However, as you can see, thin lines and small elements of a logo can disappear because there just isn’t enough pixel information.

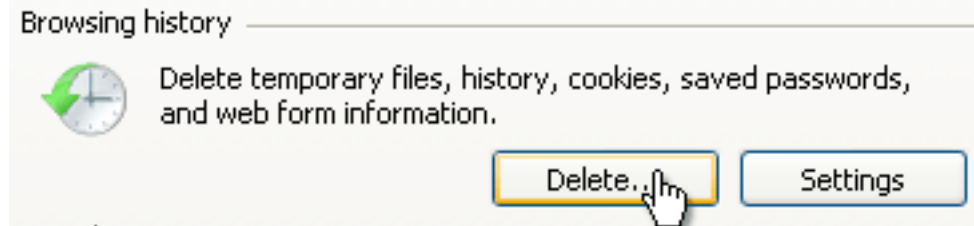


If you are wondering what a pixel is please refer to my article entitled “[What’s My Pixel Size?](#)”

Browser Support

The good news is that all modern browsers can accept favicons and will show them.

If you are using Internet Explorer and don’t see yours or you see the old one still, you have to empty your browser’s cache. We do this by going to tools/internet options and clicking the delete button in the browser history section.



The favicon uses a .ico extension and is saved in the temporary internet files folder. The browser will keep referring to this file until it is gone and saves the new one.

This will be true for anyone looking at your site. So it is a good idea not to keep changing your favicon because most people will still see the old one.

Internet Explorer does not implement the loading up of the favicons very well. Sometimes you will see them and other times you won't.

So if you are tired of Internet Explorer's short comings like I am, consider trying a better browser like [Firefox](#) from Mozilla. It's free.

How can you get one?

Most web developers can do this for you. If they can't, then you should look for someone more eXperienced to work on your web site.

Contact [Site Mechanix](#) and get your web site pimped out with a favicon today!

Conclusion

The point of this article is to educate you the web owner so that you can better understand the options that you have in front of you and what exactly to ask for from a web techie.

You don't necessarily need to know how something is done. Knowing what needs to be done gives you an advantage over your competition.

Posted on March 22nd, 2008 by Karl Knelson