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Adding a Favicon to Your Website

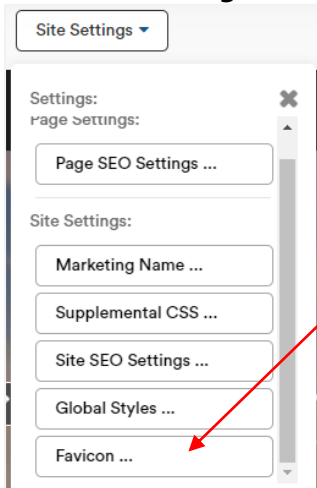
Adding a favicon to your website is a great way to boost your site's visibility, professionalism, and brand recognition. A favicon, or favorite icon, is that tiny image that appears next to your website's name in a tab or bookmark list, helping users identify your site immediately. Follow these straightforward steps to customize and add a favicon to your Website Manager platform, enhancing your site's identity and user experience.

Create Your Favicon

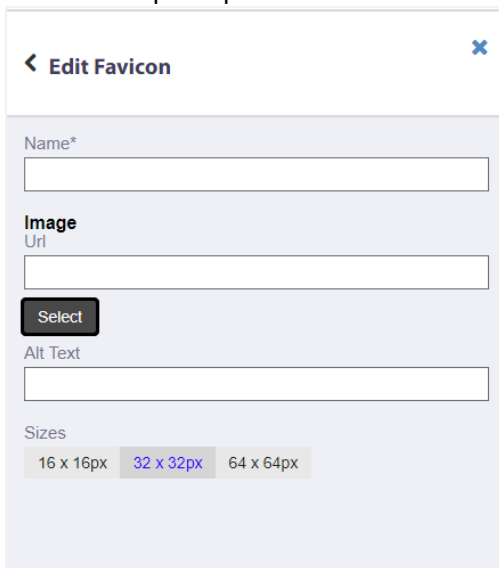
- Design an image that encapsulates your brand.
- Remember, this image will be scaled down to a very small size, so simplicity and clarity are key.
- Ensure the image is square and saved in one of the supported formats: ICO, PNG, or GIF.
- Optimal Sizes:
 - 16x16 pixels: Ideal for web browsers.
 - 32x32 pixels: Suitable for taskbar shortcut icons.
 - 64x64 pixels: Recommended for desktop shortcut icons.

Add New Favicon to Website Manager

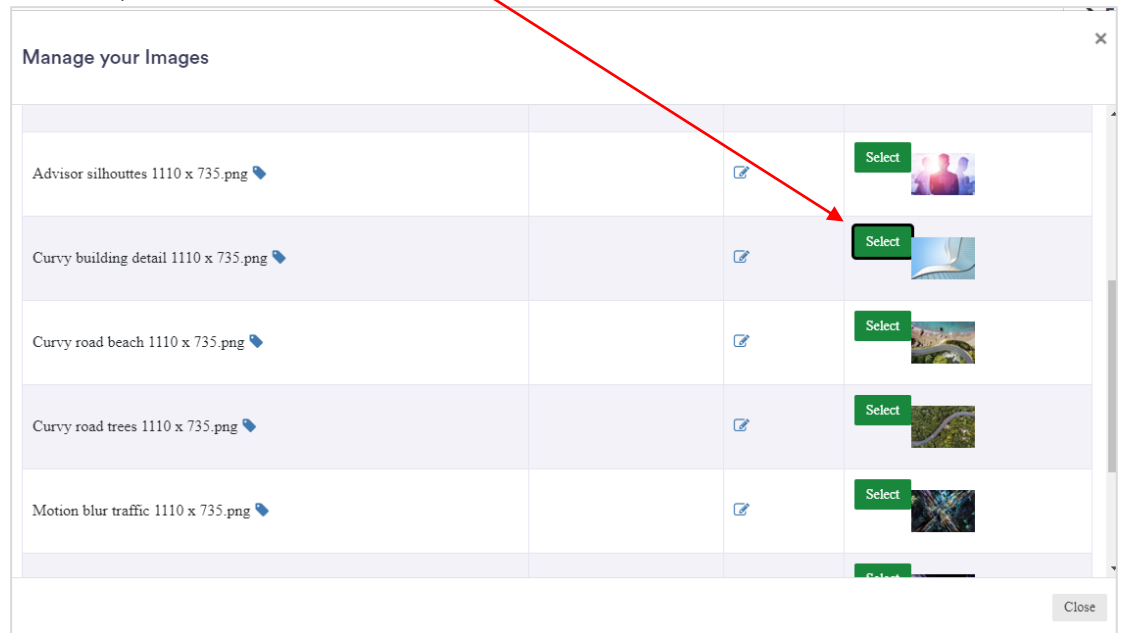
1. Navigate to [Website Manager](#)
2. Login with your Username and Password
3. Navigate to **'Edit My Website'**
4. Click **'Site Settings'** and select the option labeled **'Favicon'**



5. Click **'ADD NEW'** to create new content.
6. You will be prompted to add the following data attributes:

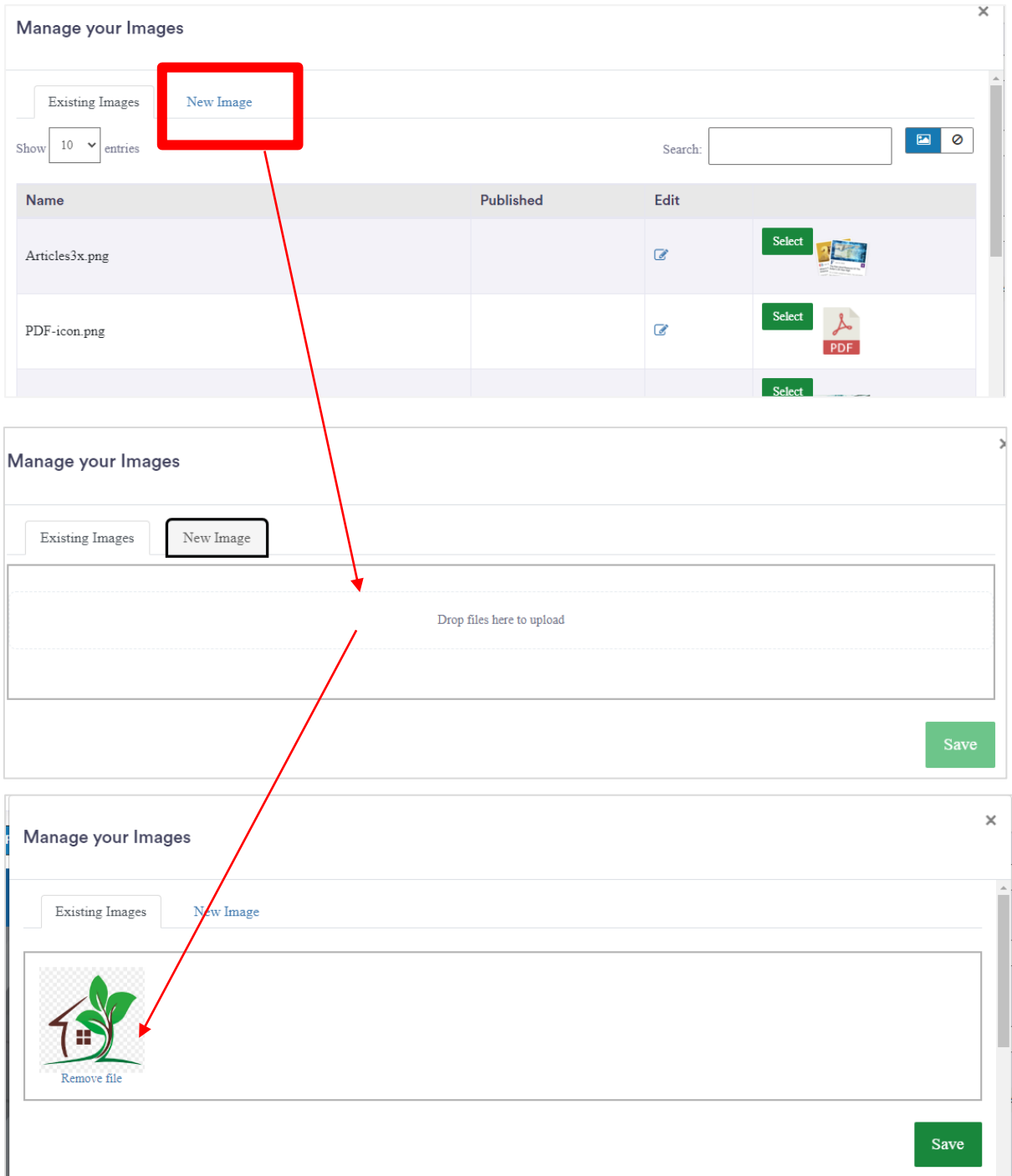
A screenshot of the 'Edit Favicon' form. The form has a title bar with a back arrow and 'Edit Favicon' text, and a close button. Below the title bar, there are four main sections: 'Name*' with a text input field; 'Image Uri' with a text input field and a 'Select' button; 'Alt Text' with a text input field; and 'Sizes' with three radio button options: '16 x 16px', '32 x 32px' (which is selected), and '64 x 64px'.

- a. Name* - Add a name for your Favicon (for internal reference only)
- b. Image URL - Click '**Select**' to select your Favicon image.
- c. From Manage your Images, select an **Existing Image**, search for the image, and click, 'Select'.

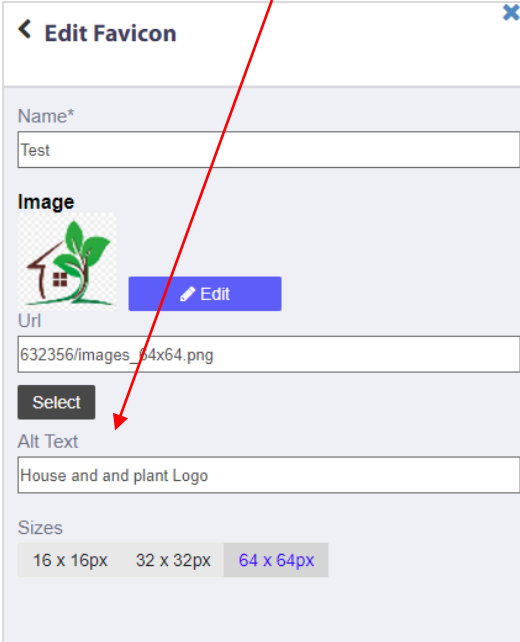


- d. To add a **New Image**...Click the 'New Image' tab.
 - i. To upload files, drag and drop the image into this area or click inside the box to open a window, search your computer for the image, and click Save.

Note -The Favicon can only be in **ICO, PNG, or GIF** format and should be 16-, 32- or 64-pixels square.

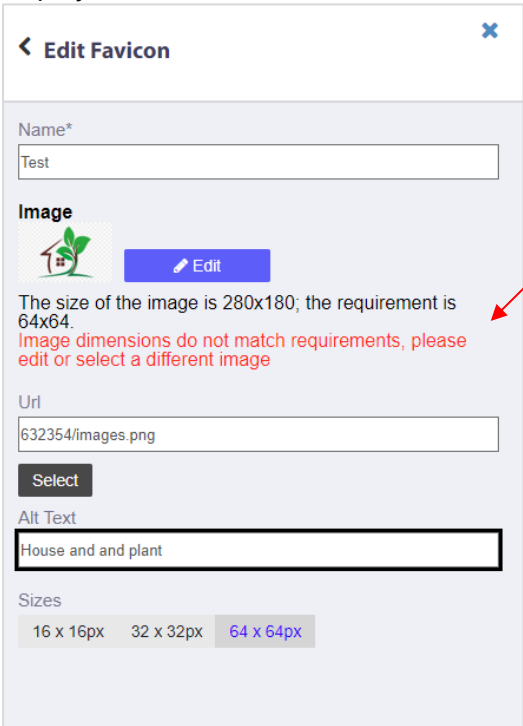


7. Add [Alt Text](#) for accessibility.



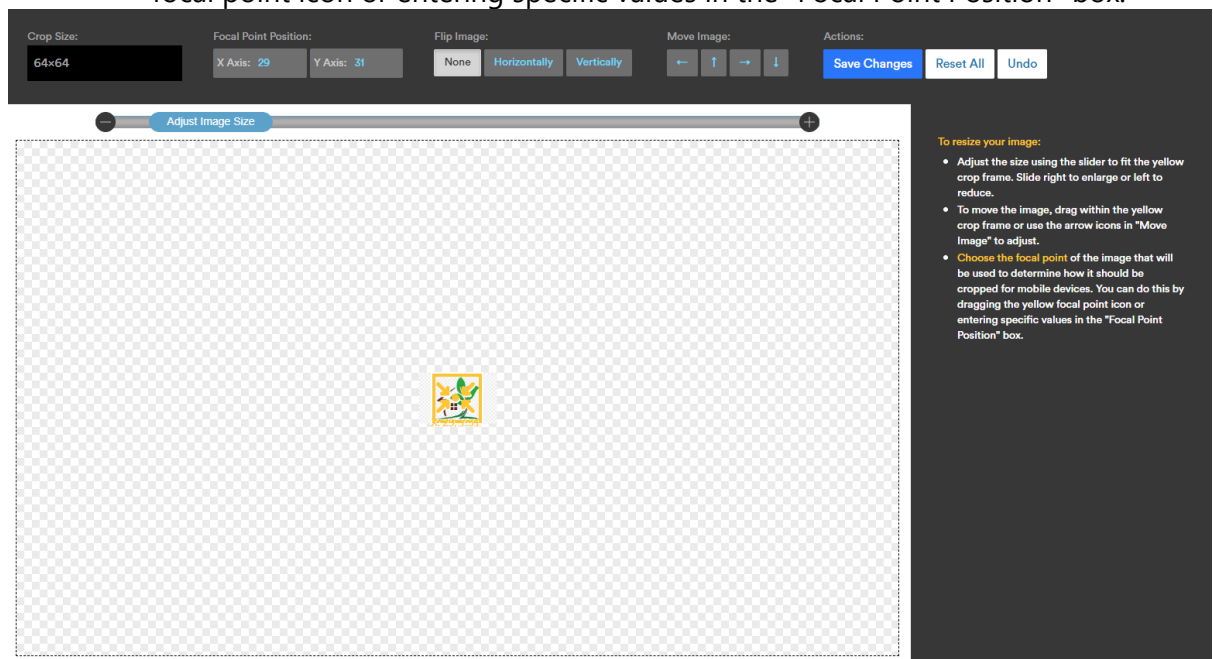
The screenshot shows the 'Edit Favicon' dialog box. The 'Name*' field contains 'Test'. The 'Image' section shows a preview of a house and plant logo with an 'Edit' button. The 'Uri' field contains '632356/images_64x64.png'. The 'Alt Text' field is highlighted with a red arrow and contains the text 'House and and plant Logo'. The 'Sizes' section shows three options: '16 x 16px', '32 x 32px', and '64 x 64px'.

8. Select from one of the 3 default size options.
- 16x16 pixels: Ideal for web browsers.
 - 32x32 pixels: Suitable for taskbar shortcut icons.
 - 64x64 pixels: Recommended for desktop shortcut icons.
9. If the image is not already cropped to the one of the 3 sizes an error message will display.



The screenshot shows the 'Edit Favicon' dialog box. The 'Name*' field contains 'Test'. The 'Image' section shows a preview of a house and plant logo with an 'Edit' button. Below the image preview, there is an error message: 'The size of the image is 280x180; the requirement is 64x64. Image dimensions do not match requirements, please edit or select a different image'. The 'Uri' field contains '632354/images.png'. The 'Alt Text' field is highlighted with a red arrow and contains the text 'House and and plant'. The 'Sizes' section shows three options: '16 x 16px', '32 x 32px', and '64 x 64px'.


10. Click **'Edit'** to resize the image.
11. Adjust the image to be within the 64x64 (for this example) size and click **'Save Changes'**.
 - a. To resize your image:
 - b. Adjust the size using the slider to fit the yellow crop frame. Slide right to enlarge or left to reduce.
 - c. To move the image, drag within the yellow crop frame or use the arrow icons in "Move Image" to adjust.
 - d. Choose the focal point of the image that will be used to determine how it should be cropped for mobile devices. You can do this by dragging the yellow focal point icon or entering specific values in the "Focal Point Position" box.



12. Click 'Add to Library'.

Edit Favicon

Name*
Test

Image
 **Edit**

Uri
632356/images_64x64.png
Select

Alt Text
House and and plant Logo

Sizes
16 x 16px 32 x 32px 64 x 64px

Add to Library **Cancel**

13. Toggle the favicon content to 'On' and click 'Save'.

Edit Favicon

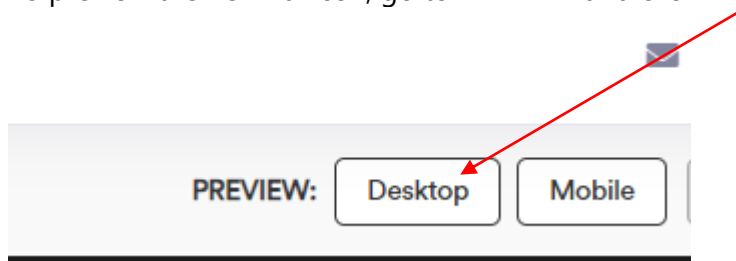
+ADD NEW **1 of 2 selected, 0 required**

Broadridge Knowledge Base **Edit**

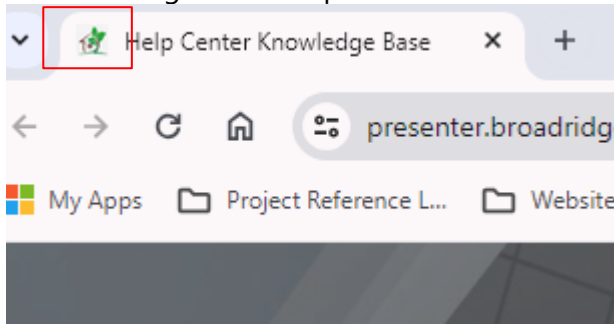
Test **Edit**

Test

14. To preview the new Favicon, go to PREVIEW and click 'Desktop'.



15. When viewing the site in presenter mode or live the new Favicon shall be displayed.



DEFINITIONS

Alt Text

Alt text, short for "alternative text," is a brief description or text attribute that can be added to an image tag in HTML. The purpose of alt text is to provide a textual description of an image for users who may not be able to see the image due to screen reader issues, slow internet connection, or other reasons. Alt text is typically used by screen readers to describe images to visually impaired users, allowing them to understand the content and context of the image.

In addition to enhancing accessibility, alt text also serves a valuable function for search engine optimization (SEO). Search engines use alt text to understand the content of images on a webpage, which can help improve the overall visibility and ranking of the webpage in search results.

When adding alt text to an image, it is important to keep the description concise and descriptive, accurately representing the content and context of the image. `_alt text_` = Brief description of an image for accessibility and SEO purposes.

16.

