Adding a Site Icon (Favicon) in WordPress: The Right Size and Where It Lives in General Settings or the Customizer

WordPress Guides · https://www.hyyat.com/en/knowledgebase/add-favicon-wordpress/

In short Prepare a square image of at least **512 × 512** pixels as a PNG. Then in WordPress go to **Settings › General › Site Icon** and click **Choose a Site Icon**. Classic themes also have it under **Appearance › Customize › Site Identity**.

Embedded media: https://www.hyyat.com/wp-content/uploads/2026/11/hyyat-wp-favicon-en.mp4?_=1

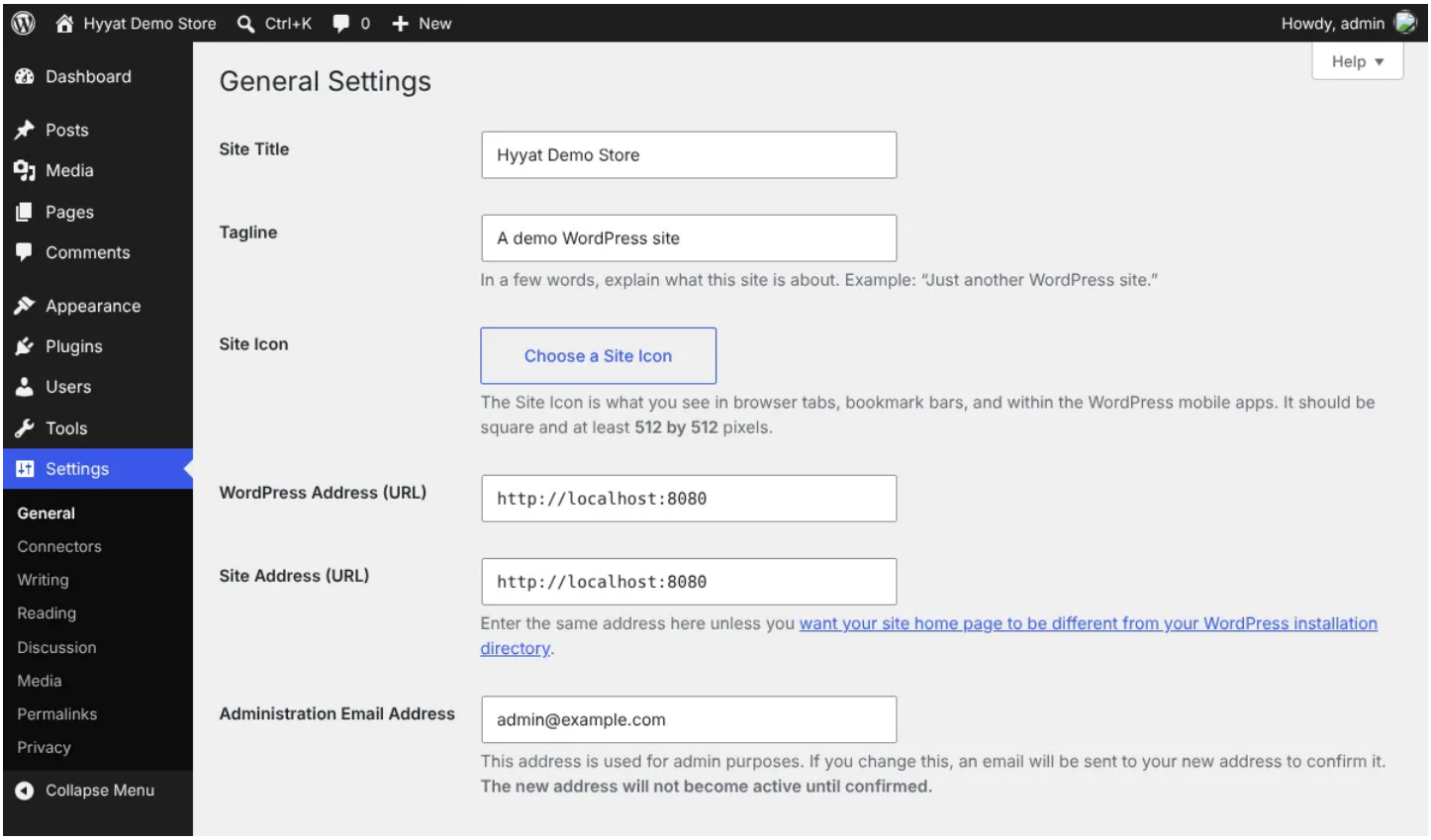
The site icon is the small image next to your site name in browser tabs, bookmarks and on a phone home screen. It also appears beside your site in some mobile search results, so it deserves a few minutes.

Prepare the image

Requirement	Value	Why
Shape	Square	WordPress crops it to a square
Size	At least 512 × 512 px	WordPress creates the small sizes automatically
Format	PNG, transparent or coloured background	Clear on light and dark backgrounds
Design	A symbol or one letter	A full text logo is unreadable at 16 px

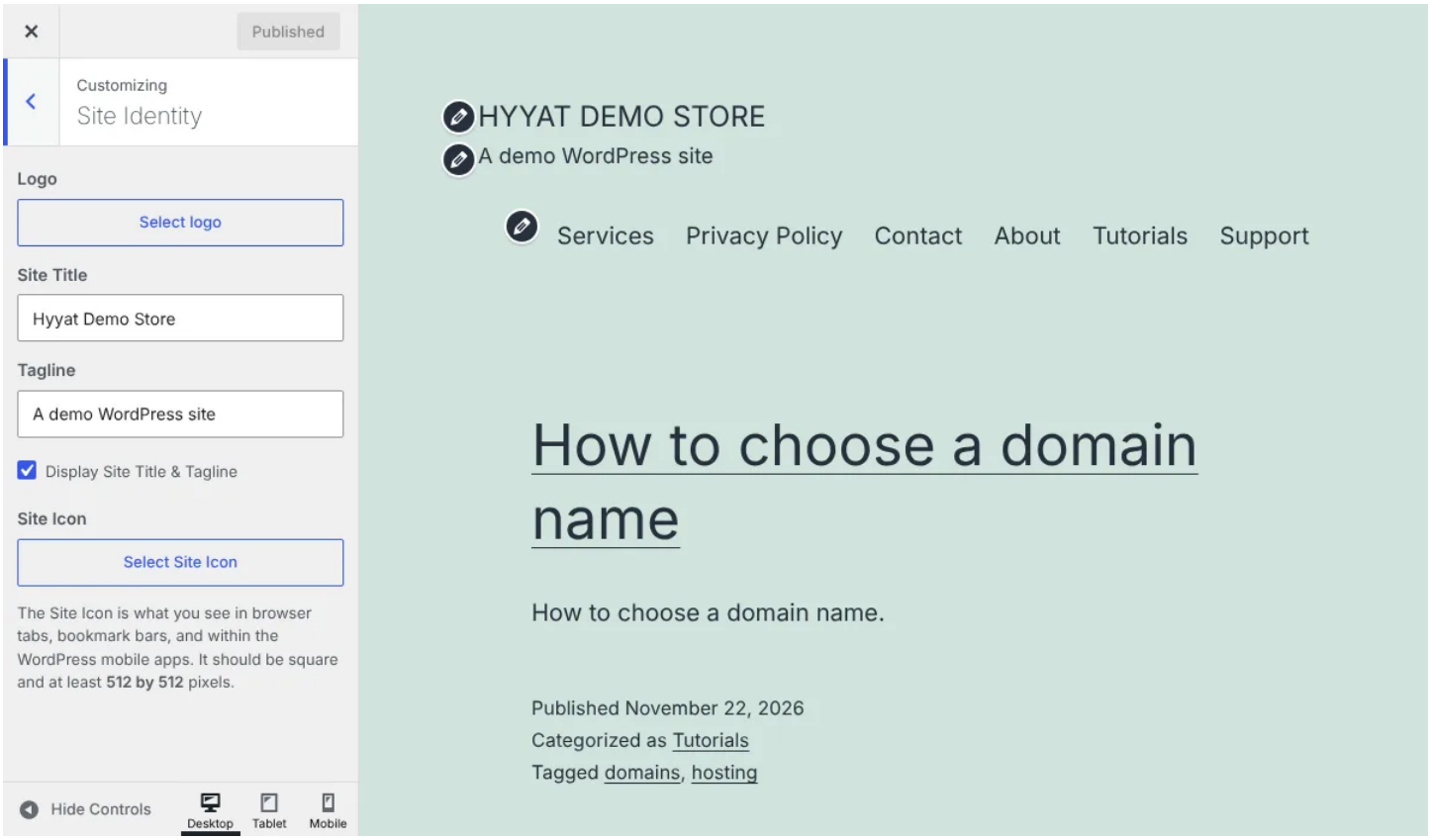
You do not need an .ico file or special software. Any design tool that exports PNG will do.

Method 1: General Settings



1. **Settings › General Site Icon** sits below the tagline.
2. **Choose a Site Icon** upload the image or pick it from the library.
3. **Crop** if it is not square, select a square area and click Crop.
4. **Save Save Changes** at the bottom.

Method 2: The Customizer in classic themes



Appearance › Customize › Site Identity, then **Select Site Icon**, then **Publish**. The advantage: you see a preview before publishing.

A common mistake: Uploading a wide logo as it is. After cropping only a small unreadable part is left. Design a square version of your logo for the icon.

Changed the icon but it did not update?

1. **Browser cache** browsers keep icons for a long time. Open the site in a private window.
2. **Site cache** clear your caching plugin and Cloudflare cache if you use it.
3. **Theme or SEO plugin** some set their own icon. Look for Favicon in their settings.
4. **Google results** the icon there updates after Google revisits the site, which can take days.

Try it now: Open your site in a tab next to ten others. Can you spot it by the icon alone? If not, simplify the icon.

Looking for hosting built for WordPress? See Hyyat Host WordPress hosting.

Our customers asked

What favicon size does WordPress need?

At least 512 × 512 px; WordPress creates 32, 180, 192 and 270 px versions automatically.

Can I use an SVG?

WordPress does not allow SVG uploads by default for security reasons. Use PNG.

I cannot find Site Icon in General Settings

Older versions have it in Customize › Site Identity. Update WordPress.

Does the favicon affect SEO?

Not rankings directly, but it shows next to your site in mobile results and makes it easier to recognise.

Need this service from Hyyat Host?Our team handles it for you, with support replying to tickets within 24 hours at most.

WordPress HostingWordPress design