



Branding with the Favorites Icon

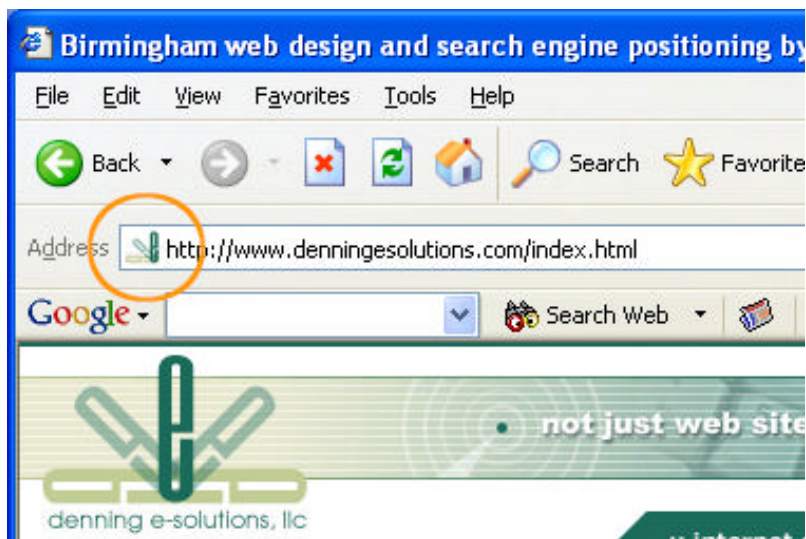
September, 2004 by Alli Denning

It's the little things that count, right? Sometimes really little. In fact, as few as 16 pixels can pack a lot of branding power into your company's online marketing if used to your advantage.

The favorites icon is the graphic displayed to the left of a bookmarked site in the Favorites list and in the address bar of Internet Explorer. Creating a custom favorites icon allows your site to stand out among others in a list and reinforces the branding of your logo to your online visitors. You are able to promote your site while creating a more customized appearance within a visitor's browser.

While this feature is only partially supported by the latest Netscape browser (v 7.2), it is supported by all versions of Internet Explorer since 5.0. In Netscape, you will see the icon in the address bar, but not in the favorites/bookmarks list. The most recent statistics show that 77.3% of Internet users use the Internet Explorer browser, versions 5 and 6.

Creating and installing a custom favorites icon is a simple, low cost tactic that any site can use to further its online branding efforts.



Favorites icon shown in address bar of Internet Explorer, circled in orange

If you are interested in developing a custom favorites icon for your site, let us know by calling 205.298.7655 or emailing alli@denningesolutions.com.