

Embody Your Sexy Geek

*Quick Techie Tips to Let
Your Sexy Geek Shine*



Link Love: How to display chosen image icons for links posted online, especially on Facebook



By Katie Geddes



Pretty Links = Engaged Readers

Ever been frustrated by posting a link on Facebook or elsewhere online and having the icon for the link come up awfully wrong? Or blank? I'm going to help you solve this small piece of online torture.

It's important no matter whether you're linking to your own beloved website, opt-in page, fantastic article or pie-eating contest you just won. You need people to know what you're talking about, not get some random, irrelevant, incorrect image or be confused.

Make cute links. It's worth it. As an entrepreneur, you're likely putting a lot of time and heart into your creations. Make sure your valuable message gets seen as you intend it.

Clarity is Key

Have you heard this wisdom: "a confused mind doesn't buy."

When people are confused, they turn away. It doesn't just apply to buying situations. It applies to any time you're looking to engage your audience. And if you think about it, aren't you always looking to engage your audience? Why else would you put information out there? I want your charm to show. So let's get you pretty links now.

There's Art in Your Heart

Consider going one step further by creating beautiful, fun link icons that will delight your audience even more than a default image from your post. Show some love for your audience, why not?

Once you've created your desired icon, here's how to get it to show up correctly when you post your link online.

Image Size & Format

Your link image must be in a .png, .jpg or .gif format to display properly online. Facebook requires your icon to be at least 200 x 200 pixels.

Sexy geek bonus tip: I've had it act buggy at 200 square so go for 222 x 222 pixels for no problems. Facebook will insert its own sizing rules depending on where you are posting but the source image requires this minimum sizing.

"Open Graph" Tag

For curious, budding sexy geeks, the solution in coding is to create "open graph" or "og" meta tags. You'll be telling search engines and Facebook to find the right tag for your links using this code. It's easy.

How to Do It: Using Coding

For those comfortable with HTML/CSS and if you know how to edit the code of your site, here's all you have to do. Place this "open graph" code between the "head" tags on any page you are linking to:

```
<meta property="og:image" content="http://URL-to-your-image-file">
```

You can repeat this for multiple images, which is wonderful if you'll be linking to this page often. This means you'll have a choice which icon to use every time you post this link.

How to Do It: Using Wordpress Plug-Ins

With Wordpress, it's widely recommended to use a plug-in to accomplish the correct linking. You could edit your theme's functions.php file and paste the code within the php tags. But many WordPress users are not programmers so plug-ins make it easy.

There are numerous plug-ins that accomplish your goal of great-looking links, in free or paid versions. Either way, no more link shame. Here are a few options:



See It Instantly on Facebook

If you don't complete this part, Facebook will pick up your links when they crawl the web every few days but there's a delay. Go to

this link, click "debug" and your changes will be instantaneous:

<https://developers.facebook.com/tools/debug>

Enter the site or page you've created a link for and voila, debugged. This tool is called the Facebook URL Linter. Awesome for people frequently updating pages.

There you have it. Go forth and link.

What About Yours?

Let me know if this was useful for you. I'd love to see your own link love. E-mail me at sexygeek@embodyart.org

Lovin' Bytes,

Katie Geddes



Katie Geddes can be found geeking it up at Embodyart.org, where she uses "authentic advertising" to design thriving, playful businesses for spiritual entrepreneurs. Katie'll show you how to profit from your passion. E-mail Katie at sexygeek@embodyart.org to say hi, ask a question, sing a song or apply for a FREE discovery session that's worth a friggin' fortune.

Embodyart.org 

