

Add or replace a photo

Swap in a fresh photo on any page, with tips on picking the file, getting permission and checking the crop.

Fresh, real photos are the quickest way to keep a site feeling alive. Here is how to swap one in.

Before you start

- Pick a photo that is sharp, bright and yours. Use photos you took, a free-to-use photo from a library such as Pexels, or an image from your site editor's built-in library.
- Use the original file from your phone or camera, not a screenshot and not a copy saved from Instagram. Originals look better and keep their quality.
- If a person who can be recognized is in a photo you took, get their OK first, in writing (an email or a text is enough). For anyone under 18, get a parent's. A free-to-use stock photo doesn't need this.
- Landscape (sideways) photos fit most wide spots. Upright ones work best for portraits and phone-first layouts.

Steps

1. Log in to your site editor and open the page with the photo.
2. Click the photo you want to replace. Look for a button such as **Replace**, **Change image** or the picture icon.
3. Upload the new photo from your device.
4. Add a short description of what the photo shows. This is called alt text. See Write alt text in plain words.
5. Check how the photo is cropped in the phone preview. Make sure nobody's head or the main dish is cut off.
6. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

To add a photo where there wasn't one, click the spot where it should go and look for an option to add an image or a gallery item.

Good to know

- A very long gallery can slow a page on a phone, so choose your best ones.
- Please don't use a photo another business or photographer made unless you have their permission.
- If a photo doesn't look right once it's up, tell us which page and we'll adjust the crop.

Need a hand?

Email the photo (or a shared album link) to hello@zossoz.com and tell us which page and which spot. We'll swap it in and write alt text for you. It counts as one of your small changes for the month.

Related guides: Write alt text in plain words · Take good photos with your phone · Send us photos and files · Add a team member

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