

Make a photo link to a page or file

Turn a photo into a link that opens a page, a web address, a popup, an email, a phone call or a file when someone taps it.

A photo can do more than sit on the page. Make it a link and a tap can send people to your menu, your booking page, a phone call or a PDF.

Before you start

- Know where the photo should go: a page on your site, another website, a popup, an email address, a phone number or a file.
- To link to a file such as a menu PDF, upload it first. See [Upload and organize your photos and files](#).

Steps

1. Log in to your site editor and open the page with the photo.
2. Click the photo, then open its settings from the small menu that appears. Depending on your editor, the button may say **Replace Image** or be a content option. On a computer you can also right-click the photo and choose **Edit Content**.
3. Find **Link Image** and click it.
4. Choose where the photo should go:
 - **Existing site page** opens another page on your site.
 - **Web address** opens a page on another website. Tick **Open in new window** if you want it to open in a new window.
 - **Popup** opens one of your popups.
 - **Anchor** jumps to a set spot on a page.
 - **Email address** starts a new email to that address.
 - **Click to call** starts a call to that number on a phone.
 - **File for download** downloads a file you uploaded.
5. Pick the page, address or file.
6. Open the preview, click the photo and make sure it goes where you meant.
7. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

If your site has a blog or a store, you will also see **Blog post** and **Store page** in the list.

Tips

- Tell people the photo is clickable. A short line of text next to it, such as "Tap for the full menu", does the job. The photo's settings also have a **Caption** and a **Tooltip** (those words appear when a mouse is over the photo).
- Use the photo's description to say where the link goes, for example "Download the dinner menu (PDF)". See [Write alt text in plain words](#).
- Photos inside a gallery have their own link settings. See [Add titles and links to gallery photos](#).

Need a hand?

Email hello@zossoz.com with your business name, the page, which photo and where it should link, and we'll take care of it. We reply within one business day. It counts as one of your small changes for the month. See [Request a change](#).

Related guides: [Link text or a photo to another page](#) · [Link to an email address, phone number or file](#) · [Open a link in a new tab](#) · [Add a file people can download](#) · [Add or replace a photo](#)

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