

Pick the right photo size and file type

Which file types work, how big to make a photo before you upload it, and why a huge file doesn't help.

Your site editor shrinks photos for each screen automatically, so you don't need to be exact. A few simple habits keep photos sharp and pages quick.

File types

These work: JPG, JPEG, PNG, GIF, SVG, WEBP and ICO. For photos, JPG is the safest choice. The editor makes JPG and PNG files smaller for you automatically. Other types, such as TIFF, may not get that help.

How big to make it

Upload a photo about as large as the biggest size it will appear. The editor never makes a photo bigger, so a tiny photo stretched across a wide banner looks blocky. A huge photo isn't sharper, only slower to load.

Where the photo goes	Aim for
A wide photo or banner across a computer screen	About 1600 to 1920 pixels wide
A photo in a column or card	As wide as it shows, plus a little
A small thumbnail about 160 pixels wide	About 200 pixels wide
A gallery photo	1500 pixels or less, all in the same shape
Your logo in the header or footer	250 to 400 pixels wide

For a logo, send an SVG file if you have one, because it stays sharp at any size.

Shape matters too

The shape of a photo is its width compared to its height. Wide shapes such as 16:9 or 4:3 suit most spots on a computer. Common sizes are 1600 by 900, 1280 by 720 and 1280 by 960 pixels. In a gallery, keep every photo the same shape so the grid looks tidy, and use squares for a square grid.

If a shape doesn't match its spot, part of the photo may be cut off. To fix that, see [Fix a photo that looks cut off or blurry](#). Wide photos can also look small on a phone.

Limits

- Each file can be up to 200 MB.
- The size of a photo, its width times its height, can't pass about 3 million pixels. A photo 2000 wide and 1500 tall is fine.
- A photo straight from a phone camera can be larger than that. If one won't upload or doesn't show, send it to us and we'll size it for you.
- Leave spaces out of file names. See [Upload and organize your photos and files](#).

Need a hand?

Email hello@zossoz.com with your business name, the page, and the photos, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Fix a photo that looks cut off or blurry](#) · [Take good photos with your phone](#) · [Add or replace a photo](#) · [Crop or rotate a photo](#) · [Upload and organize your photos and files](#)

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