Change Your Website Featured Image in WordPress

Laura Gibson - 2026-08-05 - Editable Website Templates

A page's **featured image** is the preview image people see when you share that page's link. When you text your website to a lead, it is the small picture that appears alongside the link in the message. Every page on your website can have its own featured image, and you set it in WordPress.

Watch the video below for a walkthrough, or read on for the full guide.

What you can do with featured images

- Set the preview image for any page on your website
- Choose a different image for each page you share
- Replace a featured image with a new one from your media library

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How do I change the featured image on a page?

1. Log in to your WordPress dashboard.
2. Click **Pages** in the left menu.
3. Open the page whose preview image you want to change. For most gyms this is the home page, since that is the link you send out most often.

4. In the builder, scroll to the bottom of the right-hand panel to find the featured image option.
5. Click the current image, or remove it first.
6. Select the image you want from your media library.
7. Click **Set featured image**.
8. Scroll to the top of the page and click **Update**.

Note

- Featured images are set per page. Changing the featured image on your home page does not change it on any other page.
- Upload the image to your media library before you start. It will be ready to select, and it stays available the next time you want to change the preview.

Frequently asked questions

What is a featured image?

It is the preview image attached to a page, which appears when that page's link is shared. The most common place your clients and leads see it is in a text message, where it shows up as a small thumbnail next to the link.

How do I change the preview image that shows up when I text my website link?

Change the featured image on the page you are sending. Open the page in WordPress, scroll to the featured image option at the bottom of the right-hand panel, swap in a new image from your media library, click **Set featured image**, then click **Update** at the top of the page.

Which page's featured image do I need to change?

Whichever page you are actually sharing. If you send people your main website link, that is your home page. If you send a specific landing page instead, set the featured image on that page.

Do I have to set a featured image on every page?

No. Set them on the pages you share. Every page can have its own featured image, so there is no need to work through pages nobody receives a link to.

Where does the image itself come from?

Your media library. Upload the photo you want to use to your media library first, then select it as the featured image.

Helpful tips

- Upload the image to your media library before you start
- Set the featured image on the page you actually share, usually your home page

- Pick an image that still reads clearly at thumbnail size
- Click **Update** at the top of the page after setting the image
- Text yourself the link afterward to confirm the preview looks the way you expect

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When this is most helpful

- Texting your website link to a new lead
- Sharing your site with a referral or a friend of a member
- Sending a specific landing page rather than your home page
- Replacing a preview image that no longer reflects your gym

If you have questions about the featured images on your website, our Support team is happy to help. Reach us at **hello@usekilo.com**.

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