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Broken images on your site: the usual causes, in order

Website Basics

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Broken images on your site: the usual causes, in order

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The short answer: a broken image (the empty little square, or the alt text in place of the photo) means **the browser asked for the file and did not get it**. The causes are few: the address is wrong, the file is not there, the name has a different capital letter, the permission does not allow reading, or the site is on https and the image is requested over http.

What the site needs

What	What to do
The address is wrong	After changing domain or folder, images still point to the old address: **Replacing old addresses**.
The file is not there	It was not uploaded, or was left behind in a move. See whether it exists in the right folder.
Upper and lower case	On the server, **Photo.JPG** and **photo.jpg** are different files. On a Windows computer you do not even notice.
Permissions	If the server cannot read the file, it gives an error: **File permissions**.
Mixed content	The site is https and the image is requested over http: the browser blocks it: **Mixed content**.

Getting started

1. **Open the image's address** directly (right-click the image, "open image in new tab", or copy the address). What appears says a lot: the image, a 404, or a permission error.

2. **If it gives 404,** the file or the path is wrong: **Error 404**. Check the name, the capitals and the folder.

3 **If it gives 403,** it is permission or a protection: **Error 403**.

4 **If the address starts with http** on an https site, change it to https or to a relative address.

5 **Clear the caches** (the site's, Cloudflare's, the browser's): sometimes the good image is already there, but the browser kept the failure: **Clearing the cache**.

After a site move, many broken images at once

almost always come from old addresses in the database, or from an images folder that did not come across. Check what changed: **The site moved but something is broken**.

In WordPress, an image that will not upload is another problem: **The "HTTP error" when uploading images** and **Raising the upload limit**. Images that only appear late: **Lazy loading**.

NEED A HAND?

Images still broken after this? Open a ticket with the page's address and a broken image's address.

Open a support ticket →

SEE ALSO

- **Replacing old addresses in a WordPress database without breaking it**
- **File permissions explained: what 755, 644 and 777 mean**
- **Mixed content after moving to HTTPS: the padlock that will not turn on**
- **The site moved but something is broken: what each symptom points to**
- **Clearing the cache: the browser's, the computer's, and the site's**
- **The "HTTP error" when uploading images to WordPress**

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TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

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