Alt text

* display text that describes an image to “alternative” sources.
* its goal is to make images more accessible to the blind who use screen readers
* It lets you specify an image description that is fed through an audio-based prompter, which tells people with low or no vision what is currently on the page.
* Google cannot exactly crawl images in-depth, Google uses alternative text as a focus when they are trying to understand what the image is about.

Title text

* an attribute used to provide additional information about the image.
* describes mostly what is unclear at first glance
* If they see an image or a photo on your website that needs further explanation, they can easily hover over it, and they will see the description right away.