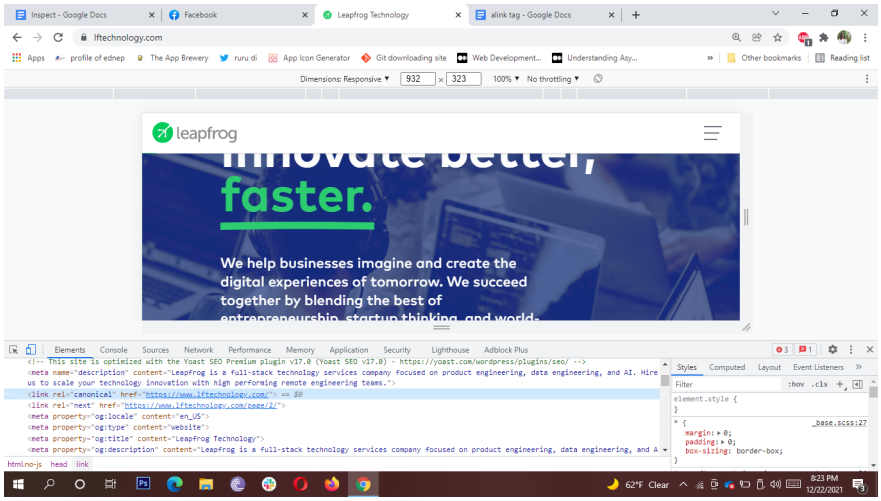
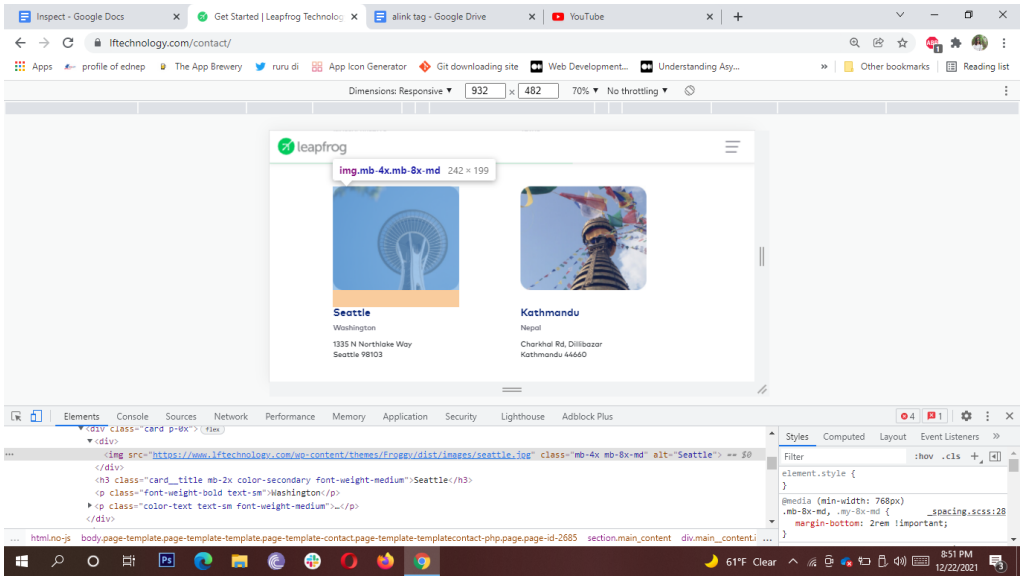
Inspect on the website of Leapfrog Technology



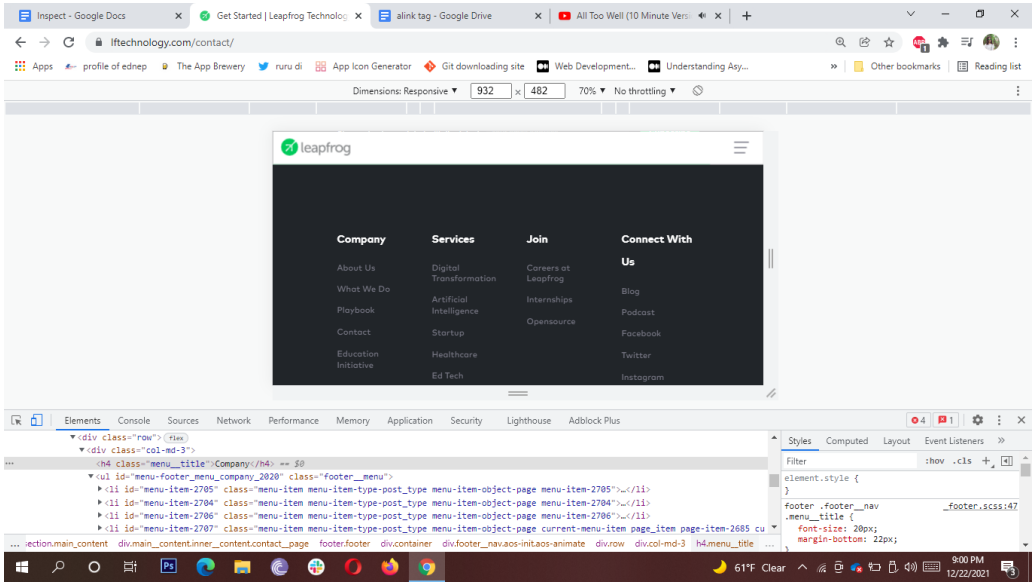
<link rel="canonical" href="https://www.lftechnology.com/">

Use of Canonical value in rel attribute for preventing content duplication issues by specifying the "canonical" or "preferred" version of a web page as part of search engine optimization.



<img src="https://www.lftechnology.com/wp-content/themes/Froggy/dist/images/seattle.jpg" class="mb-4x mb-8x-md" alt="Seattle">

Use of img tag with the alt attribute.

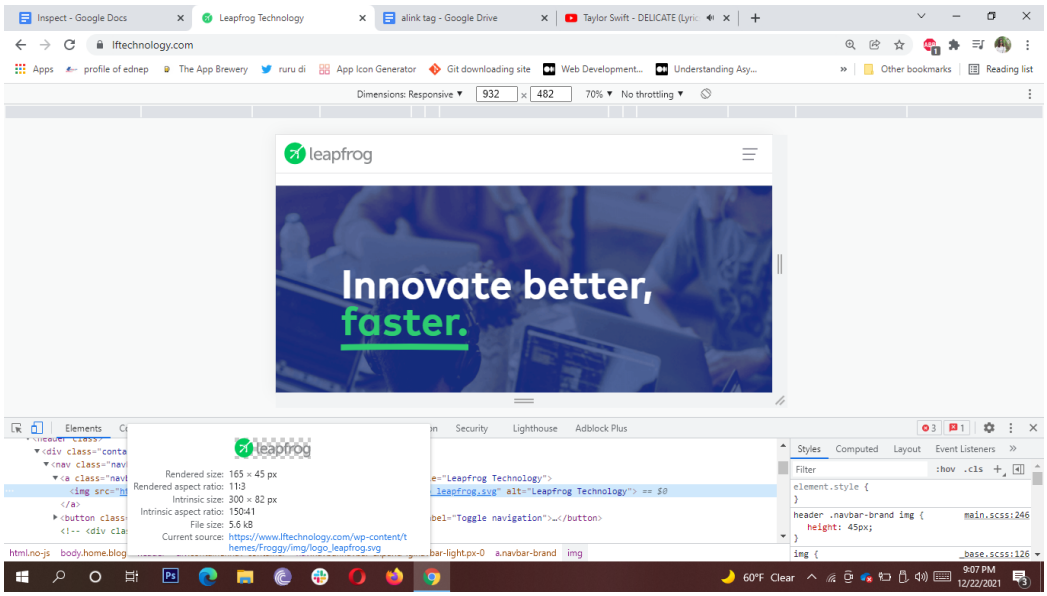


<h4 class="menu__title">Company</h4>
<ul id="menu-footer_menu_company_2020" class="footer__menu">…</ul>

<h4 class="menu__title">Company</h4>
<ul id="menu-footer_menu_company_2020" class="footer__menu">…</ul>

.
.
.

Use of this structure for making navigation of footer.



<img src="https://www.lftechnology.com/wp-content/themes/Froggy/img/logo_leapfrog.svg" alt="Leapfrog Technology">

The logo of Leapfrog and text “leapfrog” which seems wrapped with logo is actually an image with .svg extension and it has proper alt attribute with value Leapfrog Technology.