

## **Use and importance of Alt and Title attributes.**

### **Use of alt attribute**

- Adding alternative text to images on your site.
- If an image file cannot be loaded an alt text displays in place of image.
- The benefit is even if the user is visually impaired they can still access the image information.

### **Importance of alt attribute**

- Along with implementing image title and file naming, alt text ensures that users and bots can understand your website content.
- Alt text offers you another opportunity to include your target keyword.
- Including image alt text improves user experience and accessibility.

### **Use of title attribute**

- It is used to identify extra information about the given element.
- For providing a label when a text label would be redundant.
- It provide short text that defines the name of the document.

### **Importance of title attribute**

- The title attribute hides from the (probable) majority of your users.
- Title attribute suits appropriately on any HTML element provided.