

Alt attribute

An alt attribute is the text version of an image that is displayed on a website when an image is not available or when a visitor wants the text alternative. The ALT attribute plays an important role in describing images on a web page. The alt attribute helps search engines decipher the subject of an image so they know when to include an image in relevant search results. This makes images with alt attributes more likely to be found.

Title attribute

The title attribute is used to specify extra information about the element, when the mouse moves over the element then it shows the information. The title attribute provides supplementary information and lets the users know where the link will direct them to if they click on it. When used for images, the title attribute is less important to SEO than the alt attribute.