The alt attribute in the <img> tag is used to provide alternative text for an image if it cannot be displayed. It also improves accessibility and is helpful for SEO (Search Engine Optimization).

**Syntax:**

|  |
| --- |
| <img src="dog.jpg" alt="A cute brown dog playing in the park"> |

**Why use alt?**

|  |  |
| --- | --- |
| **Purpose** | **Description** |
| Accessibility | Screen readers read the alt text aloud for visually impaired users. |
| Fallback content | Shown when the image fails to load (broken link, slow internet, etc.). |
| SEO | Search engines use it to understand image content, improving search ranking. |

**Examples:**

1. **Descriptive alt text:**

|  |
| --- |
| <img src="sunset.jpg" alt="Sunset over the mountains with orange sky"> |

1. **Decorative image (no alt text):**

|  |
| --- |
| <img src="border.png" alt=""> |

1. **Missing image fallback:**

|  |
| --- |
| <img src="missing.jpg" alt="Company logo"> |