**Research the use of “Alt” and “Title” attributes in images, and it’s important**

Alt text (alternative text) describes the appearance or function of an image on a page. Alt text is read aloud by screen readers used by visually impaired users, displays in place of an image if it fails to load, and is indexed by search engine bots to better understand the content of your page. Also known as "alt attributes," “alt descriptions," or technically incorrectly as "alt tags,” alt text is used within an HTML code or in the appropriate field in your CMS (Content Management System). The alt attribute is the HTML attribute used in HTML and XHTML documents. The standards organization for World Wide Web the World Wide Web Consortium(W3C), recommends that every image displayed through HTML have an alt attribute, though the alt attribute does not need to contain text. The lack of proper alt attributes on website images has led to several accessibility-related lawsuits.

**Use of “Alt” in the image:** The use of the “Alt” attribute in images is to specify an alternate text for an image if the image can’t be implemented.

**Importance of Alt attribute:**

* It explains the image that failed to load.
* It helps to build strong SEO.
* Search engines can't actually see images, but they can read the text to understand what the image is about to help blind people.

**Use of “Title” attribute**: The use of the “Title” attribute in images is to add a tooltip with title text to the image. That being said, the image title is not used for search ranking, so it is not quite as important to optimize for. The title attribute can be used on any HTML element (it will validate on any HTML element. However, it is not necessarily useful).  the image title tag is simply used to provide an image with a title, but it’s less important for SEO than the alt tag.

**Importance of “Title” attribute:**

* It specifies extra information about the element.
* Title attributes are also a benefit for user experience, which in turn, enhances your search engine ranking.