**Bold (<b>) vs Strong (<strong>)**

While both the <b> and <strong> tags render text in bold, they serve different purposes:

**Bold (<b>)**

* **Purpose:** Primarily used for visual styling.
* **Semantics:** Doesn't carry any specific semantic meaning.
* **Usage:** Generally discouraged in modern HTML. It's better to use CSS for styling text weight.

**Strong (<strong>)**

* **Purpose:** Indicates important or emphasized text.
* **Semantics:** Carries semantic meaning, conveying importance.
* **Usage:** Preferred for highlighting text that has significant meaning within the content.

**In summary:**

* Use <strong> when you want to emphasize the importance of text for users and search engines.
* Use CSS to style text weight if you only want to make text bold without conveying any specific meaning.

**Example:**

HTML

<p>This is some regular text.</p>

<p>This text is <strong>important</strong>.</p>

<p>This text is <b>just bold</b>.</p>

In this example, the text within <strong> tags would typically be rendered in bold and also have added importance for screen readers and search engines. The text within <b> tags would simply be bold without any additional semantic meaning.

**Best practices:**

* Use <strong> sparingly for truly important text.
* Avoid using <b> for styling purposes.
* Consider using CSS for styling text weight when necessary.

By understanding the difference between <b> and <strong>, you can create more accessible and semantically rich HTML content.