ALT TAGS

Sometimes the HTML alt attribute is incorrectly referred . al tto andest >k brca as the “ alt tag “. An HTML tag is everthing between the < and > brackets. Alt is merely one of a range of attribute that can appear inside a tag.

The attribute can be used with the following HTML elements

* Img
* Area
* Input
* Applet
* Of the above element, the alt attribute is rquired for img and areas and optional for the other two . in other words, if you don’t include an alt attribute in an img or area tag,it’s invalid HTML

**Title text**

The <title> tag defines the title of the document. The title must be text-only, and its shown in the browser’s title bar or in the page’s tab.

The <Title> tag is required in HTML documents!

The contents of a page title is very important for search engine optimization (SEO)! The page title is used by search engine algorithms to decide the order when listing pages in search results.

The <title> element:

* defines a title in the browser toolbar
* provides a title for the page when it is added to favorites
* displays a title for the page in search-engine results

Here are some tips for creating good titles:

* Go for a longer, descriptive title (avoid one- or two-word titles)
* Search engines will display about 50-60 characters of the title, so try not to have titles longer than that
* Do not use just a list of words as the title (this may reduce the page's position in search results)