1. USE OF ALT TEXT

Alt type is alternative text for an image which provides alternative information for an image if a user can not view it for some issues.

IMPORTANCE

1.It helps user to see exact picture in your website

2.It helps to increse signal search traffic to your website.

B.USE OF TYPE TEXT

1. Title attribute, is used on any html element to specifies extra information.

2.Title tag of an image might not help but will not effect as well. It turns into “hover text” when a visitor hovers over the image with mouse.