**Adding Images <img>**

To add an image into the page you need to use an <img> element. This is an empty element (which means there is no closing tag). It must carry the following two attributes:

**src**

This tells the browser where it can find the image file. This will usually be in a relative URL pointing to an image on your own site.

*Example*

<img src=”images/quokka.jpg” alt=”A family of quokka” title=”The quokka is an Australian marsupial that is similar in size to the domestic cat.”/>

**alt**

This provides a text description of the image which describes the image if you cannot see it. If you use the Narrator feature in Windows it will read the description.

**title**

You can also use the title attribute with the <img> element to provide additional information about the image. Most browsers will display the content of this attribute in a tooltip when the user hovers over the image.

The text used in the alt attribute is often referred to as **alt text**. It should give an accurate description of the image content so it can be understood by screen reader software (used by people with visual impairments) and search engines.

If the image is just to make a page look more attractive (and it has no meaning, such as a graphic dividing line) then the alt attribute should still be used but the quotes should be left empty.

**Height & Width of Images**

You will also often see an <img> element use two other attributes that specify its size.

*Example*<img scr=”images/quokka.jpg” alt=”A family of quokka” width=”600” height=”450” />

**Height**

This specifies the height of the image in pixels.

**Width**

This specifies the width of the image in pixels.

Images often take longer to load than the HTML code that makes up the rest of the page. It is therefore, a good idea to specify the size of the image so that the browser can render the rest of the text on the page while leaving the right amount of space for the image that is still loading.