logo, an illustration in an article, or anything at all. (Remember: Try to use only text links. If you do use graphic links, use an `alt` tag on each one.) The `alt` tag is embedded in the HTML `image` tag, and looks like this:

```
<img src="name-sitelogo.gif" alt="The Coin Trader: All for
                 Coins and Coins for All">
```

You can include other tag elements in the `image` tag, such as dimension elements that size the image. I excluded such elements for simplicity in the example. For convenience and consistency, place the `alt` tag as the final element in the `image` tag.

The content of the `alt` tag varies according to the graphic it's captioning. In the case of a site logo, be sure to use keywords. This is where you can place the site description that Google ignores when it resides in the `description` tag.
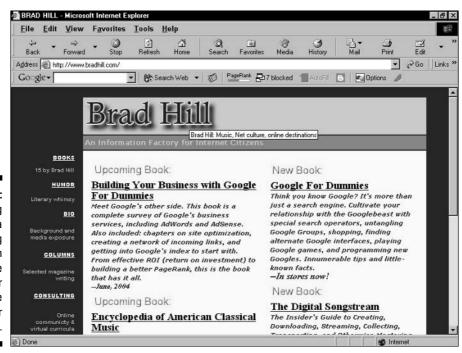
Figure 4-12:
The alt tag creates a floating caption when the visitor hovers the mouse over a graphic.