

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:

```

```

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.

