

## What are Alt Tags?

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This tag is included in the image code when displaying images. Several words can be attached to the ALT area. The content of the ALT tag is seen when a use moves their mouse over the image that the ALT tag is assigned to. Many search engines consider the information in the ALT tag as regular text. This can help put important keywords near the top of the page without actually displaying it. The code for the Alt Tag is:

```
<IMG src="http://imagehere.gif" ALT="Keyword, keyword phrase etc">
```