The power of ALT and LANG Attributes

Reinaldo Ferraz #id242018
@reinaldoferraz
<img src="#" alt="Picture of a train">

<html lang="pt-BR">
<img src="#" alt="Picture of a train">

<html lang="pt-BR">
The alt attribute on images is a very important accessibility attribute. Authoring useful alt attribute content requires the author to carefully consider the context in which the image appears and the function that image may have in that context.
proposed new tag: IMG

Marc Andreessen (marca@ncsa.uiuc.edu)
Thu, 25 Feb 93 21:09:02 -0800

- Messages sorted by: [ date ] [ thread ] [ subject ] [ author ]
- Next message: Tony Johnson: "Re: proposed new tag IMG"
- Previous message: Bill Jansen: "Re: xmosaic experience"
- Next in thread: Tony Johnson: "Re: proposed new tag IMG"

I'd like to propose a new, optional HTML tag:

IMG

Required argument is SRC="url".

This names a bitmap or pixmap file for the browser to attempt to pull
over the network and interpret as an image, to be embedded in the text
at the point of the tag's occurrence.

An example is:

<IMG SRC="file://foobar.com/foo/bar/blargh.xbm">

(There is no closing tag; this is just a standalone tag.)

This tag can be embedded in an anchor like anything else; when that
happens, it becomes an icon that's sensitive to activation just like a
regular text anchor.
A suggestion for alt text.

Daniel N. Wood (dwood@cory.eecs.berkeley.edu)
Sat, 15 Apr 1995 18:10:36 +0500

- Messages sorted by: [ date ][ thread ][ subject ][ author ]
- Next message: ADMINISTRATOR_ROUTER@occehost.nlm.nih.gov: "ERROR REPLY"
- Previous message: Marian "Re: Word wrapping"

I would like to suggest an addition to the FIG tag (And perhaps the IMG tag.)

It seems to me that there are two common scenarios for alt text.

1) The alt text is a perfect substitute for the image. For example:

Replace IBM's logo with the word IBM
Alt text for some sort of fancy graphical title or headline.
A set of hyperlinks which duplicate the function of an image map.

2) The alt text describes the image. For example:

A photo of me.
An image map that is a real map.
Charts or figures.

Wouldn't it be valuable to distinguish between these two cases?

This would allow a more advanced "delayed image loading" for people on slow links or strange hardware. I am sure there are other uses as well.
Best practices to describe images:

- Avoid “Picture of” or “image of”
- Do not use long sentences
The image may contain: Reinaldo Ferraz, smiling, sitting and drink
ePub accessibility
<ops:switch id="XHTMLServerSideSwitch"
<ops:case required-namespace="http://www.w3.org/1999/xhtml"
required-modules="server-side-image-map">
  <a href="http://www.example.com/examplemap.map">
    <img src="example.gif" ismap="ismap"
    title="Example Map"
    alt="A picture of an example." />
  </a>
</ops:case>
</ops:switch>

http://www.idpf.org/epub/20/spec/OPS_2.0.1_draft.htm
SEO
Accessibility and Search Engine Optimization on Scalable Vector Graphics

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Abstract — The purpose of this paper is to carry out a study about techniques for description of images in Scalable Vector Graphics (SVG), and also assess the way in which web designers have implemented these techniques. The purpose of the description of images, as well as this description has an impact on the web accessibility for visually impaired users, and the way in which this content is indexed by search engines. The evaluation of this study involved a process of image description in terms of accessibility, the indexation of SVGs in a search engine and the use of the other elements, such as "<title>" and "<meta>" to improve search engine indexing. The results of the study have shown that elements such as "<title>" and "<meta>" are not used by search engines, and that their combination with other elements such as attributes of the image description is not useful for indexing the content by search engines.

Keywords: Accessibility, Web accessibility, Scalable Vector Graphics (SVG), Search Engine Optimization (SEO)

I. INTRODUCTION

Images on the Web are not appropriate for certain types of applications, due to the difficulty in viewing [1]. Images in Scalable Vector Graphics (SVG) [2] are a good solution for Web applications from a simple page up to a complex one. Description through images clearly affords people with disabilities generally visually impaired people [3]; it is estimated that over 250 million visually impaired people in the world, which 70 million are blind and 184 million are visually impaired, are not able to use the Web due to the lack of accessibility techniques. The W3C document on Web accessibility, as in SVGs [3], shows the need to develop techniques to make images accessible on the Web accessible. The document shows how images become accessible to users with disabilities. One of the major limitations to applying these techniques is the lack of knowledge of what are the best practices that have been developed, to make sure the content is accessible. The purpose is to describe how images are described on the Web.

II. SEARCH ENGINE OPTIMIZATION

The purpose of this paper is to determine the impact of the description of images on the Web. The main benefit of this study is the accessibility of the pages and the easier retrieval of content. The results of this study have shown that the description of images on the Web can be improved by search engines [4]. This can be done by the use of techniques to improve the accessibility of images on the Web.

In the purpose of this paper is to determine the impact of the description of images on the Web. The main benefit of this study is the accessibility of the pages and the easier retrieval of content. The results of this study have shown that the description of images on the Web can be improved by search engines [4]. This can be done by the use of techniques to improve the accessibility of images on the Web.

One way of dealing with the issue with greater success is the use of appropriate description of images and how it impacts on the accessibility of the page. The results of this study have shown that the description of images on the Web can be improved by search engines [4]. This can be done by the use of techniques to improve the accessibility of images on the Web.

https://ieeexplore.ieee.org/stamp/stamp.jsp?arnumber=8279605
<img src="http://www.reinaldoferraz.com.br/wp-content/uploads/2014/02/tr47ujhtt767.png" alt="Foto de um pão francês em um prato branco" title="A foto do pão é a primeira a utilizar o atributo title nesse post"
>

>

>
Explorando o atributo ALT | Reinaldo Ferraz
www.reinaldoferraz.com.br/explorando-o-atributo-alt/ →
24 de fev de 2014 - Foto de um pão francês em um prato branco ... eles considerou positivo o atributo ALT nas imagens, mas ignorou que eles estão em branco.
<table>
<thead>
<tr>
<th></th>
<th>Google</th>
<th>Yahoo</th>
<th>Bing</th>
<th>Duck Duck Go</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALT</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>TITLE</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>
https://www.site-analyzer.com/

https://www.woorank.com/pt

http://www.seoworkers.com/

Performed in March 2014
Analysis report


Quick report generated

Overview 58.8%
Accessibility 60.83%
Design 50.56%
Texts 71.32%
Networking 86.33%

Multimedia

Images

- Number of images
  - Your web page contains at least 7 distinct images to be downloaded, which represents 683.25 KB to download.
  - View more

- Unreachable images
  - Your web page does not contain any unreachable images.
  - View more

- Image caching
  - Your web page contains 7 images which have not been cached.
  - View more

- Alternative text
  - Percentage of images with alternative text: 57 images or 0%
  - Percentage with correct alternative text: 57 images or 0%
  - View more

Contact us  Terms of service  Privacy  Updates
Multimedia

» Images

- **Number of Images**: Your web page contains 7 distinct images to be downloaded, which represents 0.025% of the page size.

- **Unreachable images**: Your web page does not contain any unreachable images.

- **Image caching**: Your web page contains 7 images which have not been cached.

- **Alternative text**: Percentage of images with alternative text: 7/7 images (100%). Percentage of images with correct alternative text: 7/7 images (100%).
Análise de reinaldoferraz.com.br

- Aprovado: 18
- Pode melhorar: 2
- Erros para corrigir: 11

Imagens:
- Nós achamos 8 imagens neste website.
- 7 atributos alt estão vazios ou faltando.
<table>
<thead>
<tr>
<th>Conteúdo</th>
<th>Detalhes</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Análise de reinaldoferraz.com.br</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Criado a</strong></td>
<td>7 de Março de 2014 08:52</td>
</tr>
<tr>
<td><strong>Aprovado</strong></td>
<td>19</td>
</tr>
<tr>
<td><strong>Pode melhorar</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>Erros para corrigir</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>SEO</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Imagens</strong></td>
<td>Não achamos 8 imagens nesta website.</td>
</tr>
<tr>
<td><strong>3 atributos alt estão vazios ou faltando.</strong></td>
<td></td>
</tr>
</tbody>
</table>
SEO Workers - Analysis Tool Results

Below are the results of the automatic SEO analysis. This analysis is not intended to provide an in-depth review of a web site, as it analyses only a single page.

These results are not intended to diagnose or treat any problems associated with the given web page and its rankings in any search engines.

Keywords Found in Image Alt Attributes

This is text found in the 'alt' attribute text from the images. For web pages with a large number of images this text is very important.

Many webmasters and inexperienced or unethical SEOs abuse the use of this attribute, trying to stuff it with keywords, hoping to achieve a certain keyword density, even though this density is not as relevant for rankings as it once was.

Do you use the 'alt' attributes with care? Read our article about the use of the 'alt' attribute to learn more about implementing them properly.

Images Dimensions Tip: While on Google Image Search you can find images in a wide range of dimensions, if you want to break through with universal search it is highly recommended to keep your images dimensions within certain parameters. An image size of at least 250x250 seems to be the accepted norm. Larger are OK, smaller are not.

Alt Image Attributes

No Alt Attributes found.

Google Webmaster Help video about Alt Attributes

Matt Cutts, Head of Google’s Webmaster Team discusses the importance of alt attributes.
Keywords Found in Image Alt Attributes

This text is found in the 'alt' attribute text from the images. For web pages with a large number of images, this text is very important.

Many webmasters and inexperienced or unethical SEOs abuse the use of this attribute, trying to stuff it with keywords, hoping to achieve a certain keyword density, even though high KW density is not as relevant for rankings as it once was.

Do you use the 'alt' attributes with care? Read our article about the use of the 'alt' attribute to learn more about implementing them properly.

Images Dimensions Tip: While on Google Image Search, you can find images in a wide range of dimensions. If you want to break through with universal search, it is highly recommended to keep your images dimensions within certain parameters. An image size of at least 250x360 seems to be the accepted norm. Larger are OK, smaller are not.

<table>
<thead>
<tr>
<th>Alt Image Attributes</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>foto de um po franco em um prato branco</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>foto de uma ampulhetas</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>foto de uma placa com o mapa do zoologico de sp paulo</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>resultado da busca do google pelo nome do site</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>resultado da busca no google por uma palavra chave da</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>primeira foto</td>
<td></td>
</tr>
<tr>
<td>resultado da busca no google por uma palavra chave da</td>
<td>1 - (G X E)</td>
</tr>
<tr>
<td>segunda foto</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Site Analyzer</td>
</tr>
<tr>
<td>-------</td>
<td>---------------</td>
</tr>
<tr>
<td>ALT</td>
<td>Yes</td>
</tr>
<tr>
<td>TITLE</td>
<td>No</td>
</tr>
</tbody>
</table>
A imagem abaixo é a foto de um rádio relógio cinza.

A imagem acima é uma foto de um despertador digital.

A imagem abaixo é a foto de um rádio relógio cinza.
Saxofone descrição desta foto do rádio relógio é um experimento para verificar a indexação.
<div class="foto" role="img" aria-label="Company logo">
</div>
lang
The `lang` attribute (in no namespace) specifies the primary language for the element’s contents and for any of the element’s attributes that contain text.

https://www.w3.org/TR/html5/dom.html#the-lang-and-xml:lang-attributes
<table>
<thead>
<tr>
<th>attribute</th>
<th>comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>accesskey</td>
<td></td>
</tr>
<tr>
<td>class</td>
<td></td>
</tr>
<tr>
<td>contenteditable</td>
<td></td>
</tr>
<tr>
<td>dir</td>
<td></td>
</tr>
<tr>
<td>hidden</td>
<td></td>
</tr>
<tr>
<td>id</td>
<td></td>
</tr>
<tr>
<td>lang</td>
<td>Global Attribute</td>
</tr>
<tr>
<td>spellcheck</td>
<td></td>
</tr>
<tr>
<td>style</td>
<td></td>
</tr>
<tr>
<td>tabindex</td>
<td></td>
</tr>
<tr>
<td>title</td>
<td></td>
</tr>
<tr>
<td>translate</td>
<td></td>
</tr>
</tbody>
</table>
O texto da página está em português and in english.
Prefix: sl-rozajosojs
Prefix: sl-rozaj-solba
Comments: For standardized Resian an orthography was published in 1994.
%%
Type: variant
Subtag: 1996
Description: German orthography of 1996
Added: 2005-10-16
Prefix: de
%%
Type: variant
Subtag: abl1943
Description: Orthographic formulation of 1943 - Official in Brazil
(Formulário Ortográfico de 1943 - Oficial no Brasil)
Added: 2015-05-06
Prefix: pt-BR
Comments: Denotes conventions established by the Academia Brasileira de Letras in 1943 and generally used in Brazil until 2009
%%
Type: variant
Subtag: alalc97
Description: ALA-LC Romanization, 1997 edition
Added: 2009-12-09

http://www.iana.org/assignments/language-subtag-registry/language-subtag-registry
This tool is an ongoing experiment in better HTML checking, and its behavior remains stable. 

Showing results for contents of text-input area

Document checking completed. No errors or warnings to show.

Source

1. <!DOCTYPE html>
2. <html lang="pt-BR">
3. <head>
Error: Bad value `pndb-BR` for attribute `lang` on element `html`: Found reserved language `html`.  

From line 1, column 16; to line 2, column 21

```
<html lang="pndb-BR"></head>
```

Syntax of language tag:

An [RFC 5646](https://tools.ietf.org/html/rfc5646) language tag consists of hyphen-separated ASCII-alphanumeric subtags. There is a shortest ISO 639 language code (e.g. `en` for English) and zero or more additional subtags adding precision in the region subtag which most commonly is a two-letter ISO 3166 country code (e.g. `GB` for the United Kingdom) or subtags.
accessibility
Is this the real life?
Is this just fantasy?
Caught in a landslide
No escape from reality
Is dis de real life?
Is dis just fantasi?
Cauti in a landslide
No escape from reality
da concessionária Norte Energia, responsável por esta obra do Programa de Aquisição de Equipamentos (PAC), mostram que entre os quase 24 mil trabalhadores da hidrelétrica a maior em construção do mundo – as mulheres representam 14,8% do total, acima do que o normalmente registra na construção civil, de pouco mais de 5%.

A Pesquisa Nacional por Amostragem de Domicílios (PNAD) do IBGE de 2011, com dados de trabalhadores da construção, 97,1% eram homens e apenas 2,9% mulheres. Em 2019, a PNAD mostrou pequena elevação da participação feminina, o que veio a ser de 96,8% e de 3,2%, respectivamente.

A presença das mulheres na UHE Belo Monte já foi destacada até pela própria diretora técnica do projeto, Morena Sales. A engenheira com 28 anos é a única mulher capaz de dirigir o maior equipamento hidrelétrico do mundo. Antes ela atuava na construção de uma pequena usina hidrelétrica na Amazônia, onde era a única mulher. “Aqui a gente vê mulher desde o campo, até a construção, carpintei, e até na parte de apoio para produção, como [o setor] é um setor masculino. Mas tem muita mulher engenheira que trabalha no planejamento, no atendimento, no meio ambiente, e na área civil”, conta.

Rayana recebeu uma conversa com outros homens que ocupam igual posto e nunca sentiu preconceito no trabalho, mesmo que seja uma mulher. "A gente de a gente de tudo que a gente se passa no Brasil. Então, a pessoa acaba se adequando.
body {
  font-family: "Times New Roman", Times, serif;
}

:lang(ar) {
  font-family: "Traditional Arabic", "Al Bayan", serif;
  direction: rtl;
}
Hello World!

Olá Mundo!

Salut, Monde!
Este é um texto sobre ontologia
Method of controlling when words at the end of lines should be hyphenated using the "hyphens" property.

<table>
<thead>
<tr>
<th>Browser</th>
<th>IE</th>
<th>Edge</th>
<th>Firefox</th>
<th>Chrome</th>
<th>Safari</th>
<th>iOS Safari</th>
<th>Opera Mini</th>
<th>Chrome for Android</th>
<th>UC Browser for Android</th>
<th>Samsung Internet</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11</td>
<td>17</td>
<td>62</td>
<td>49</td>
<td>68</td>
<td>11.1</td>
<td></td>
<td>all</td>
<td>69</td>
<td>11.8</td>
</tr>
<tr>
<td></td>
<td>18</td>
<td>63</td>
<td>70</td>
<td>69</td>
<td>12</td>
<td>11.4</td>
<td></td>
<td>all</td>
<td>69</td>
<td>11.8</td>
</tr>
</tbody>
</table>

Notes

Chrome < 55 and Android 4.0 Browser support "-webkit-hyphens: none", but not the "auto" property. It is advisable to set the @lang attribute on the HTML element to enable hyphenation support and improve accessibility.

Only supported on Android & Mac platforms (and only the "auto" value) for now. See commit & related bug.
Just sumarizing:
Use ALT e LANG Attributus in your web project
Thank you

reinaldo@nic.br  @reinaldoferraz

www.nic.br  www.cgi.br