5-0017-EN-Setting up ALT image tags in my shop

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SEO is the process of improving visibility based on the content on your website – this includes department pages, articles and products. SEO is specifically up to the end-user of ShopFactory to build their site with SEO content in mind.
SEO’ing your site takes into account: your page content including – text, meta-tags, images, alt. tags on images, and file names – and how these are arranged on each of your pages, and through-out your site.
In ShopFactory, the ALT attribute can be set in your Image dialog

You should update your Alt Tags / Image Tip for images as they are used for a number of protocols:
- Open your shop in ShopFactory
- At the left tree menu, select a page with Products
- Select a product and click on EDIT PRODUCT
- Click on the **image** button to open the Image dialog
- Add a proper SCREENTIP - this is used as Alt image tag

If you have added some Link Image Groups - then you also need to edit the Screentip:
- Select the page with Link Image Group
- Click EDIT PAGE
- Click on PROPERTIES button (top right)
- Select Link Image Group 1 for example, and then double click existing image links and add the screentip - refer to attached screenshot: *screentip-linkimage-dialog.png*

If you have inline images, then EDIT the image and add the ALT text in the TITLE section.
"Note: the term "**alt tag**" is a commonly used abbreviation of what's actually an **alt**attribute on an img **tag**. For any image on your site, the **alt tag** should describe what's on it. Screen readers for the blind and visually impaired will read out this **text** and thus make your image accessible."
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