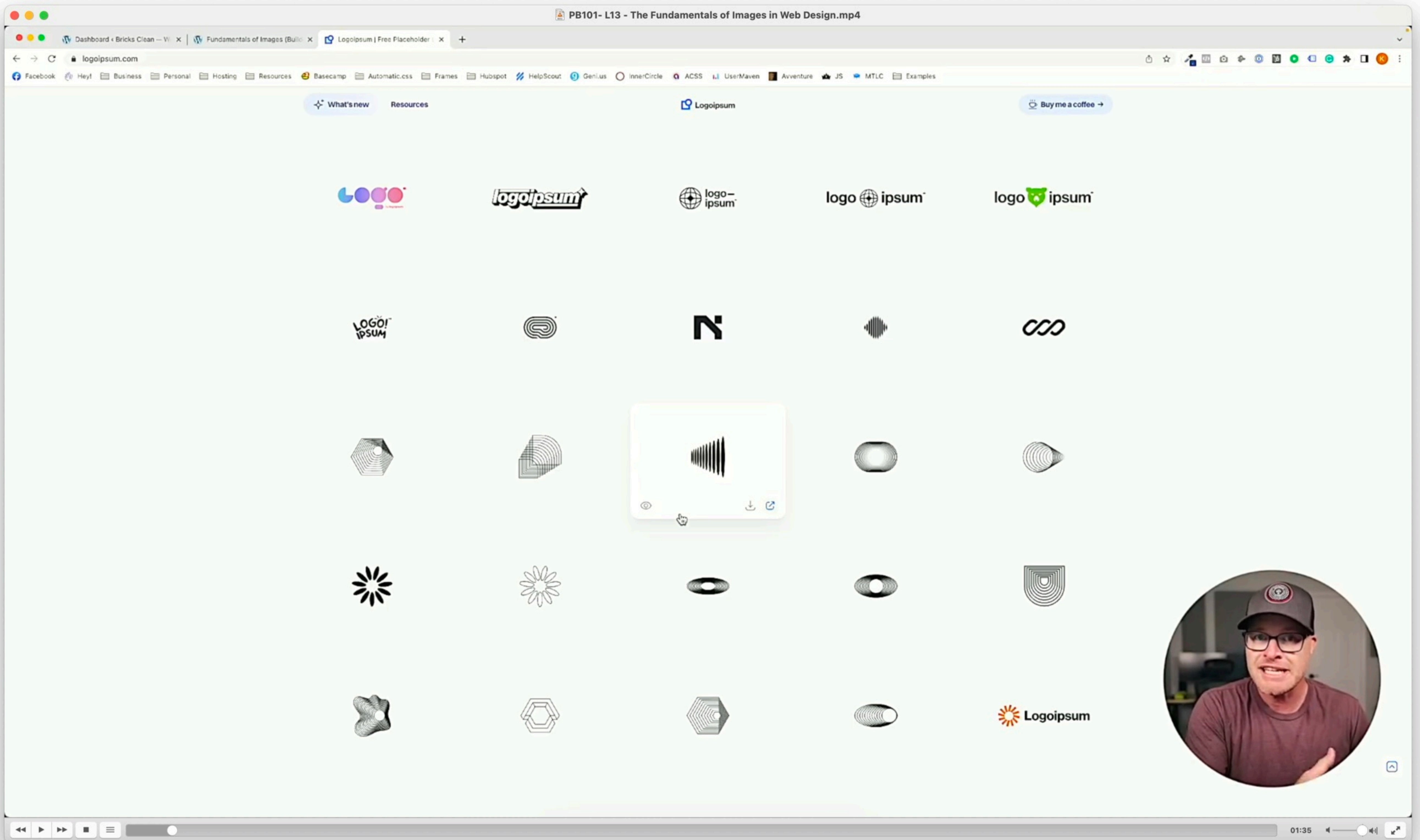
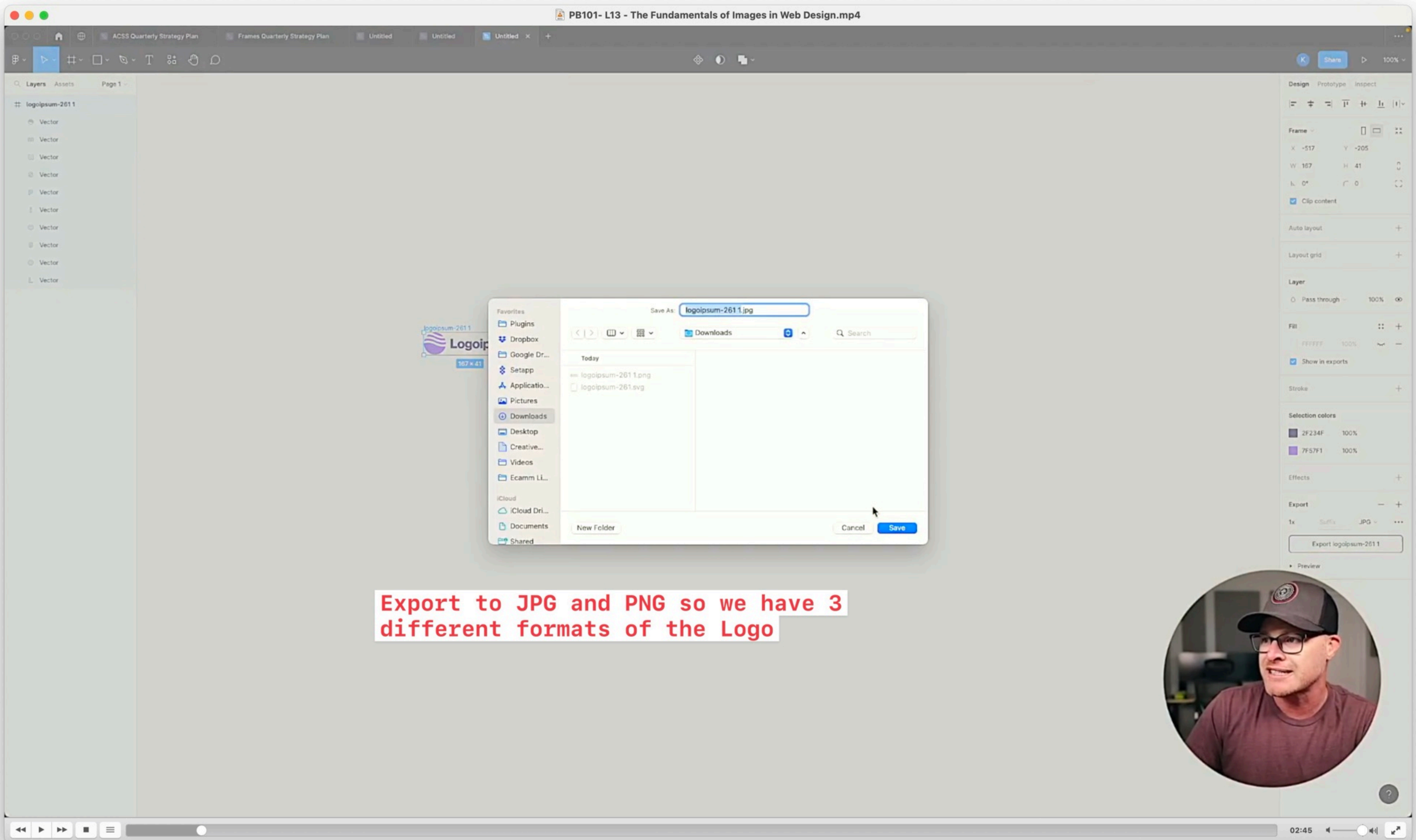








Export to JPG and PNG so we have 3 different formats of the Logo



Dashboard - Bricks Clean - W x Fundamentals of Images (Build x Logoipsum | Free Placeholder x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us InnerCircle ACSS UserMaven Avventure JS MTLC Examples

Section

#brxe-tybnjk

CONTE... STYLE

HTML tag section

Display flex

Flex wrap No wrap

Direction

Align self

Align main axis

Align cross axis

Column gap 30px

Row gap 30px

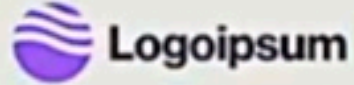
Flex grow 0

Flex shrink 1

Flex basis auto

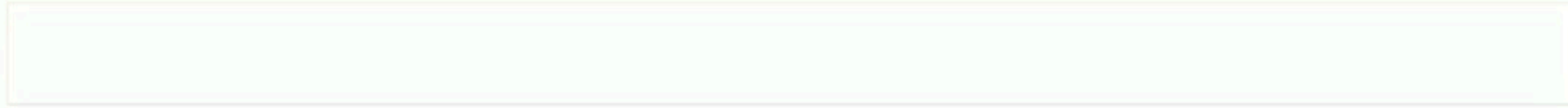
Order 0

Logo (SVG)



PNG does support transparency but the quality is not good

Image w/ Contextual Value (HTML Images)



Decorative Images (CSS Background Image)

HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.

logoipsum-261.svg

Show All x

03:31

Dashboard - Bricks Clean - W x Fundamentals of Images (Build) x Logoipsum | Free Placeholder | x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us innerCircle ACSS UserMaven Avventure JS MTLC Examples

Image

#brxe-byooow

CONTE... STYLE

LAYOUT

SPACING

Margin

Padding

SIZING

Width 50rem

Min. width

Max. width 100%

Height

Min. height

Max. height

POSITIONING

Position static

Top

Right

Bottom

Left

Z-index 0

Order 0

MISC

Display

Structure

Section

Container

Container

Image

Section

Section

Section

Section

Section

Section

Section

Logo (SVG)



PNG is not scalable

Image w/ Contextual Value (HTML Images)



Decorative Images (CSS Background Image)

HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)

logoipsum-261.svg

Show All x

04:18

Dashboard < Bricks Clean — W x Fundamentals of Images (Build x Logoipsum | Free Placeholder x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus innerCircle ACSS UserMaven Avventure JS MTLC Examples

Section

#brxe-tybnjk

CONTE... STYLE

HTML tag section

Display flex

Flex wrap No wrap

Direction

Align self

Align main axis

Align cross axis

Column gap 30px

Row gap 30px

Flex grow 0

Flex shrink 1

Flex basis auto

Order 0

Logo (SVG)



Logoipsum

The same size as SVG

Image w/ Contextual Value (HTML Images)



Decorative Images (CSS Background Image)

HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)

logoipsum-261.svg

04:36



Dashboard < Bricks Clean — W x Fundamentals of Images (Build x Logoipsum | Free Placeholder | x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus InnerCircle ACSS UserMaven Avventure JS MTLC Examples

SVG

#brxe-tjxrfz

CONTE... STYLE

REMOVE FILE

Height

Width

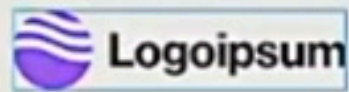
Stroke width

Stroke color

Fill

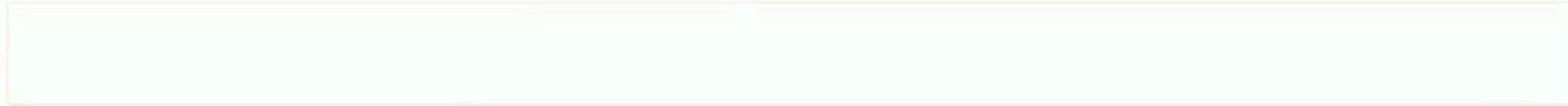
Logo (SVG)

The Bricks SVG element converts it to code



Section

Image w/ Contextual Value (HTML Images)



Decorative Images (CSS Background Image)

HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.

logoipsum-261.svg

Show All x

05:40

Dashboard < Bricks Clean — W x Fundamentals of Images (Build Fundamentals of Images — Bricks Logolpsum | Free Placeholder x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2?bricks_preview=1685982205

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Genius InnerCircle ACSS UserMaven Avventure JS MTLC Examples

Elements Console >> 1

Bricks Clean Customize 0 + New Edit Page Edit with Bricks Render with Bricks Howdy, admin

5003 22.1456C85.5003 25.8750 82.7743 25.2170 0
1.0703 25.2176Z" class="cneutral" fill="#2F234
F"></path>
<path d="M94.9367 26.3936C93.2327 26.3936 92.34
47 24.9056 92.3447 22.6736C92.3447 20.4416 93.2
327 18.9296 94.9367 18.9296C96.6407 18.9296 97.
5527 20.4416 97.5527 22.6736C97.5527 24.9056 9
6.6407 26.3936 94.9367 26.3936ZM94.9607 29.1776
C98.9207 29.1776 101.513 26.3696 101.513 22.673
6C101.513 18.9776 98.9207 16.1696 94.9607 16.16
96C91.0247 16.1696 88.3847 18.9776 88.3847 22.6
736C88.3847 26.3696 91.0247 29.1776 94.9607 29.
1776Z" class="cneutral" fill="#2F234F"></path>
<path d="M102.655 28.7936H106.567V16.5056H102.6
55V28.7936ZM102.655 14.8016H106.567V11.6336H10
2.655V14.8016Z" class="cneutral" fill="#2F234
F"></path>
<path d="M108.264 32.8496H112.176V27.5216H112.2
24C112.992 28.5536 114.12 29.1776 115.704 29.17
76C118.92 29.1776 121.056 26.6336 121.056 22.64
96C121.056 18.9536 119.064 16.1456 115.8 16.145
6C114.12 16.1456 112.92 16.8896 112.08 17.9936H
112.008V16.5056H108.264V32.8496ZM114.696 26.153
6C113.016 26.1536 112.056 24.7856 112.056 22.79
36C112.056 20.8016 112.92 19.2896 114.624 19.28
96C116.304 19.2896 117.096 20.6816 117.096 22.7
936C117.096 24.8816 116.184 26.1536 114.696 26.
1536Z" class="cneutral" fill="#2F234F"></path>

on#brxe-tybnjk.brxe-section div.brxe-container svg.brxe-svg

Styles Computed Layout Event Listeners >>

Filter :hov .cls +

element.style {
}
svg:not(:root) {
 overflow: hidden;
}
[class*=brxe-] {
 max-width: 100%;
}
:where(.brxe-svg) {
 height: auto;
 width: auto;
}

logolpsum-261.svg

Logo (SVG)

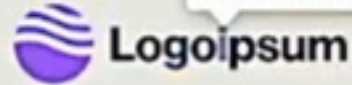
path.cneutral 3.91 x 17.16

Image w/ Contextual Value (HTML Images)

Decorative Images (CSS Background Image)

HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).



Show All x

05:54



HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.



Dashboard < Bricks Clean — W x Fundamentals of Images (Build x Fundamentals of Images — Bricks x Logipsum | Free Placeholder x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Genius InnerCircle ACSS UserMaven Avventure JS MTLC Examples

Container

#brxe-farecf 1

.grid--3

CONTE... STYLE

Use query loop ☐

HTML tag div

Display grid

Gap

Grid template columns

Grid template rows

Grid auto columns auto

Grid auto rows auto

Grid auto flow row

Justify items

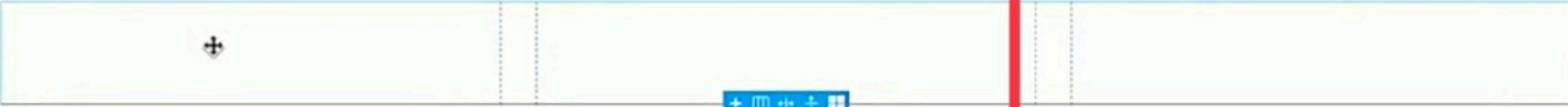
Align items

Justify content

Align content

Order 0

Image w/ Contextual Value (HTML Images)



Decorative Images (CSS Background Image)

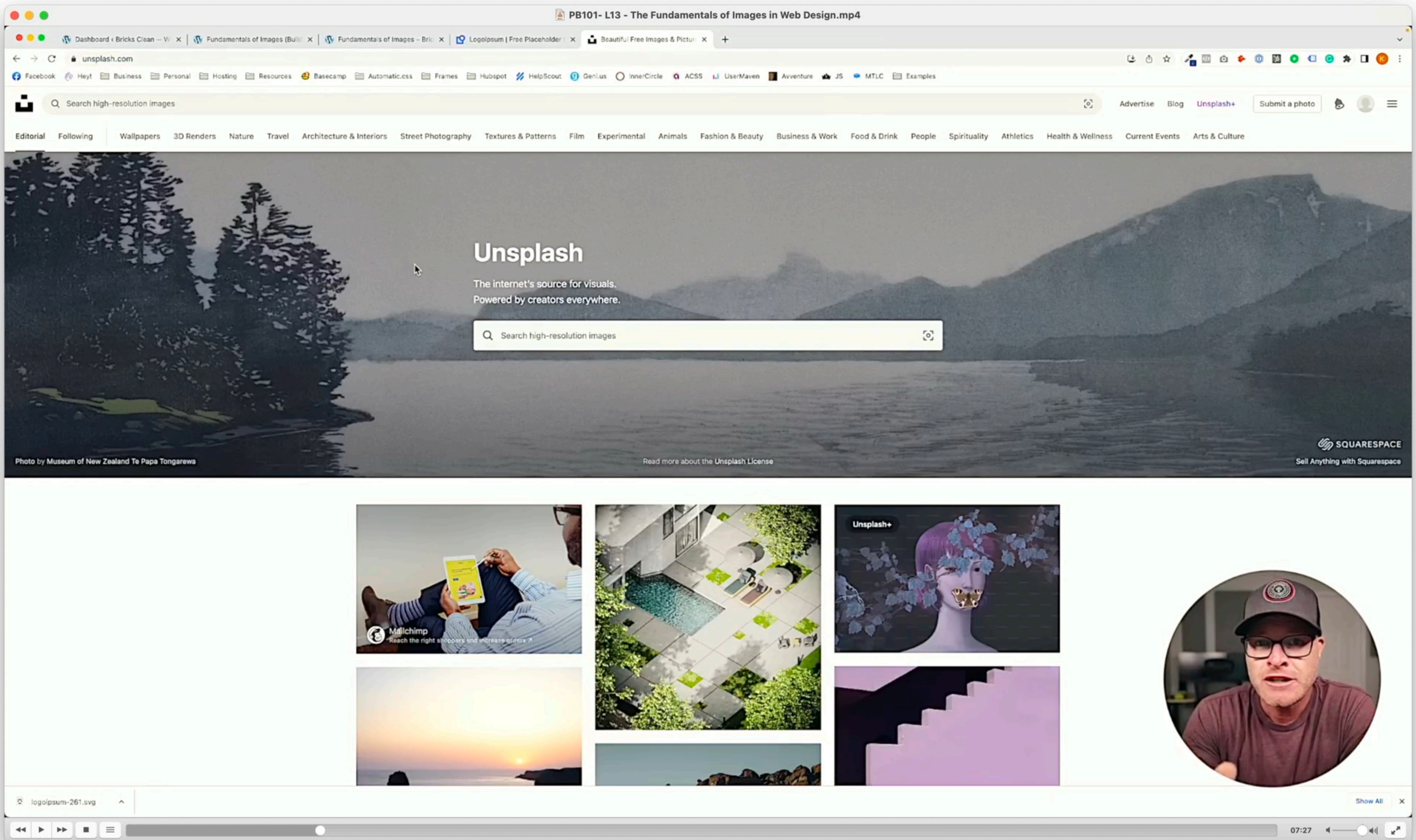
HTML images vs CSS images

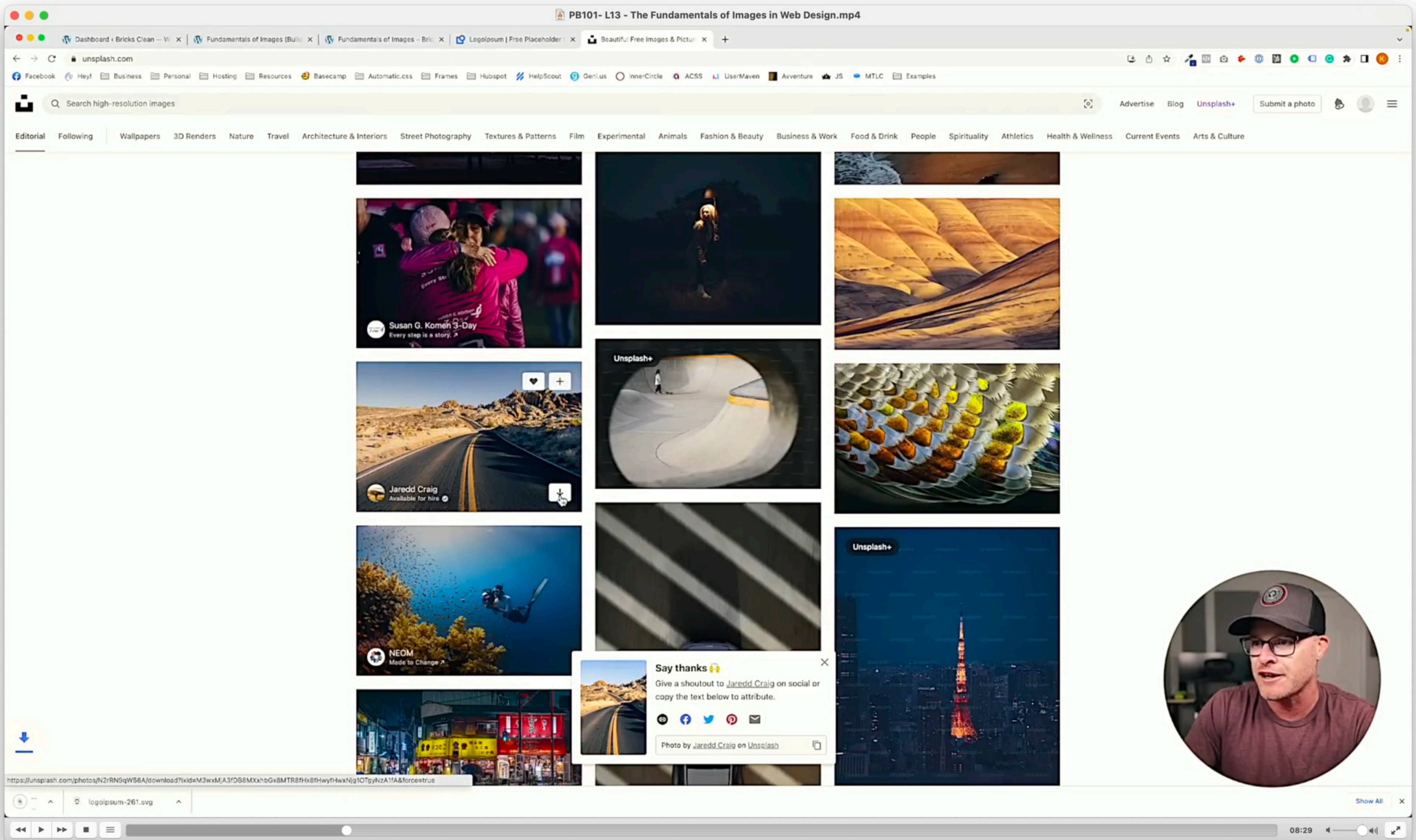
- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).

logipsum-261.svg

Show All x

07:16





Dashboard < Bricks Clean — W X Fundamentals of Images (Build X Fundamentals of Images — Brk X Logoipsum | Free Placeholder X Beautiful Free Images & Pictur X

unsplash.com

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus InnerCircle ACSS UserMaven Avventure JS MTLC Examples

Search high-resolution images

Advertise Blog Unsplash+ Submit a photo

Editorial Following Wallpapers 3D Renders Nature Travel Architecture & Interiors Street Photography Textures & Patterns Film Experimental Animals Fashion & Beauty Business & Work Food & Drink People Spirituality Athletics Health & Wellness Current Events Arts & Culture

Today

jaredd-craig-N2rRN9qW56A-unsplash.jpg

logoipsum-2611.jpg

logoipsum-2611.png

logoipsum-261.svg

jaredd-craig-N2rRN9qW56A-unsplash.jpg

JPEG image - 8.7 MB

Information

Created

Modified

Dimensions

Resolution

Tags

Add Tags...

Today, 12:33 PM

7952 x 5304

72 x 72

Rotate Left

Markup

More...

Macintosh HD > Users > kevingeary > Downloads > jaredd-craig-N2rRN9qW56A-unsplash.jpg

1 of 4 selected, 455.37 GB available

NEOM

Made to Change

Say thanks

Give a shoutout to Jared Craig on social or copy the text below to attribute.

Photo by Jared Craig on Unsplash

SQUARESPACE

Online stores, members areas and more to sell anything with Squarespace.

Get started

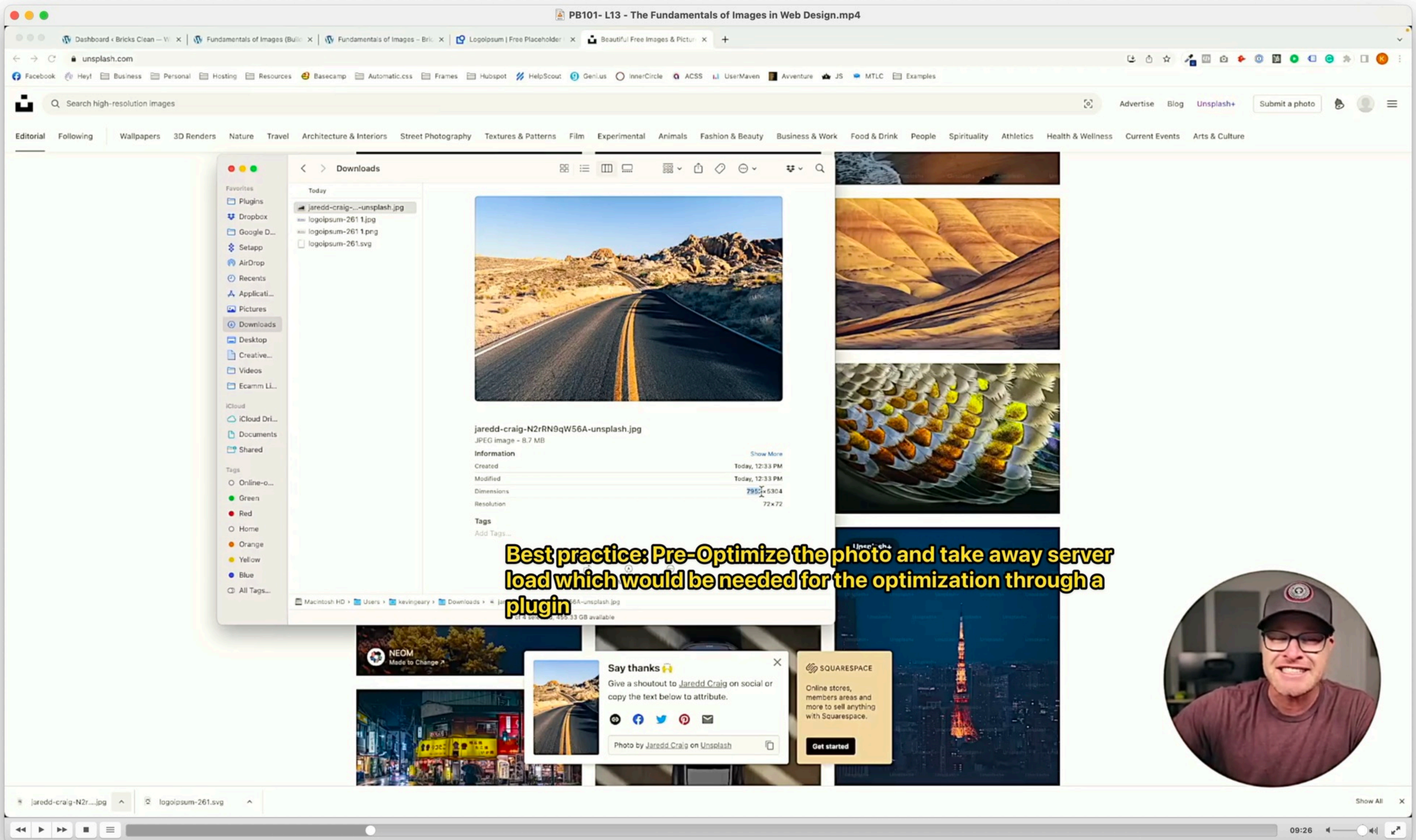
jaredd-craig-N2rRN9qW56A-unsplash.jpg

logoipsum-2611.png

Show All

08:35





PB101- L13 - The Fundamentals of Images in Web Design.mp4

Dashboard - Bricks Clean - W... x

Fundamentals of Images (Buil... x

Fundamentals of Images - Bric... x

Logolpsum | Free Placeholder... x

Beautiful Free Images & Pictur... x

Squoosh x

+

squoosh.app

FacebookHey!BusinessPersonalHostingResourcesBasecampAutomatic.cssFramesHubspotHelpScoutGeniusinnerCircleACSSUserMavenAvventureJSMTLCExamples

Install

Squoosh

Free



Drop OR Paste

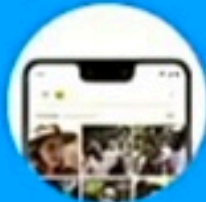
Or try one of these:



2.8mb



2.9mb



1.6mb



13k

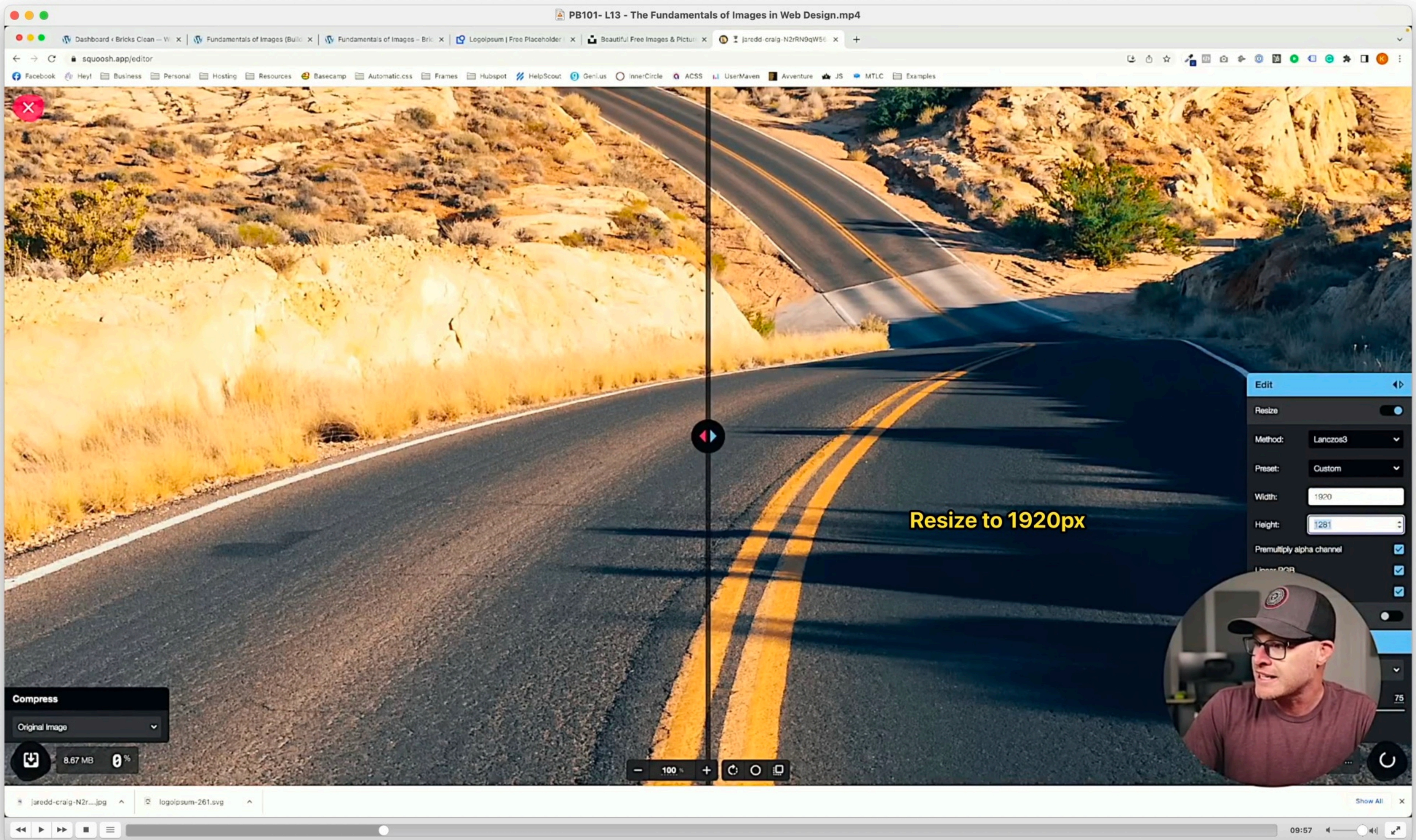
jaredd-craig-N2r...jpg ^

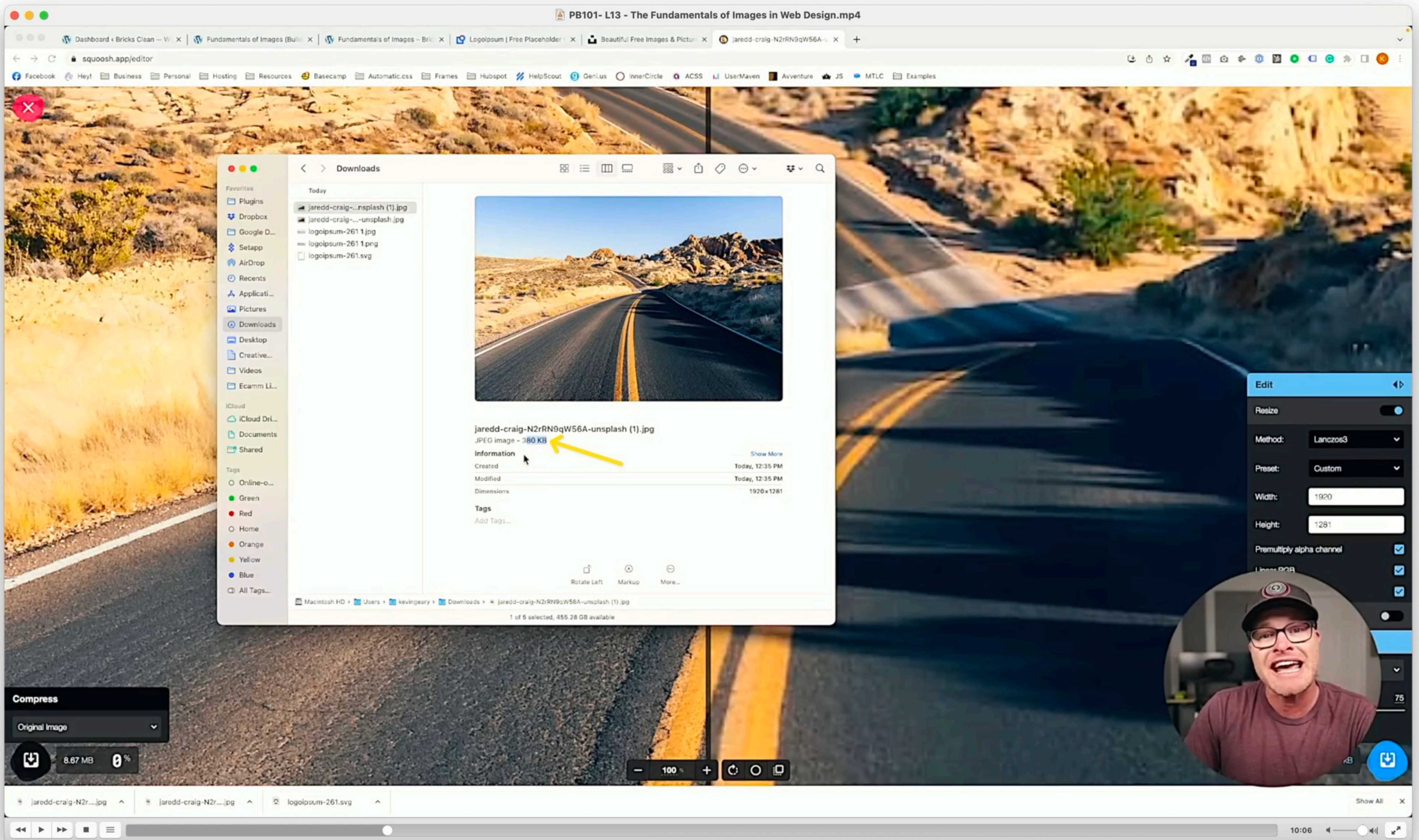
logolpsum-261.svg ^

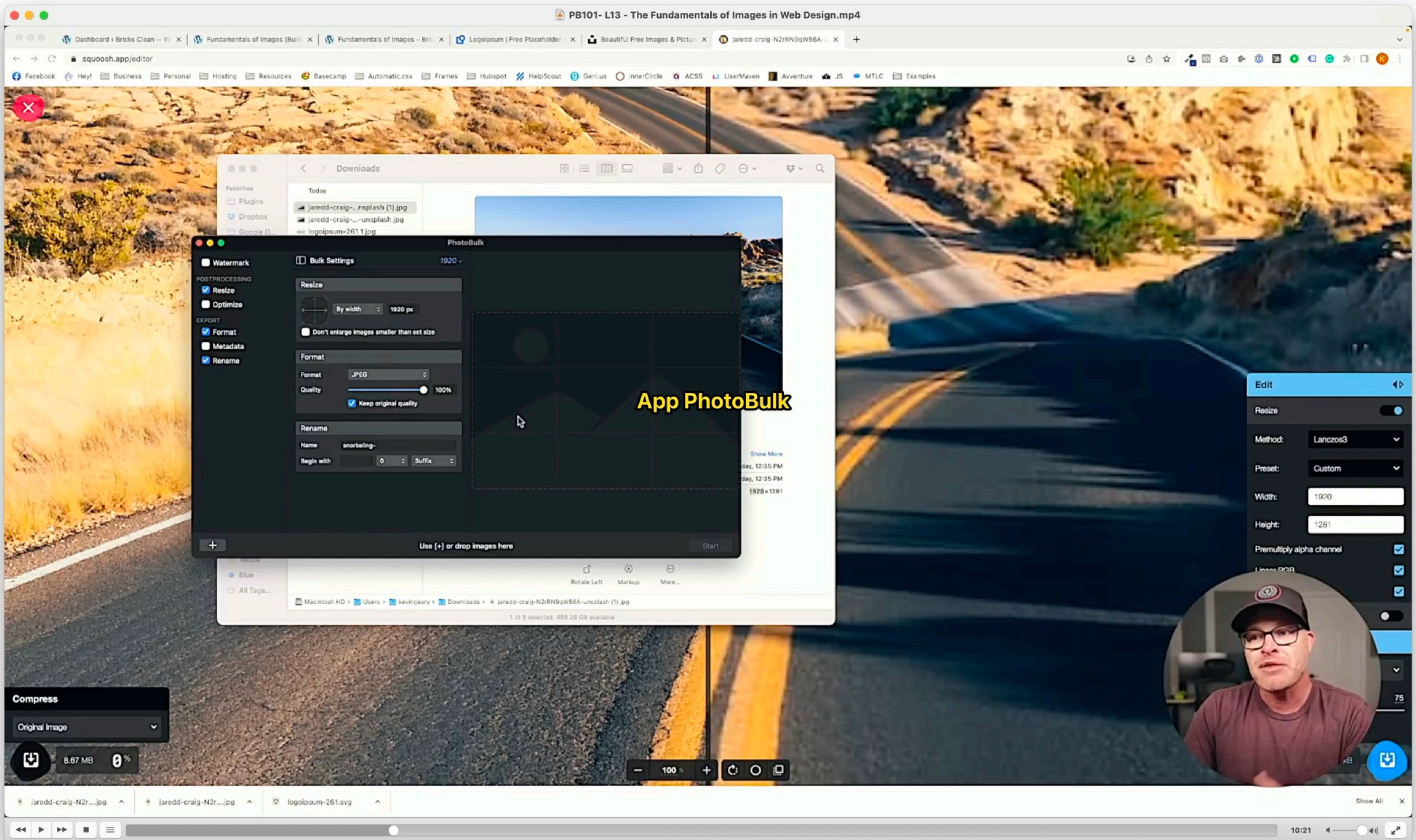
Show All x

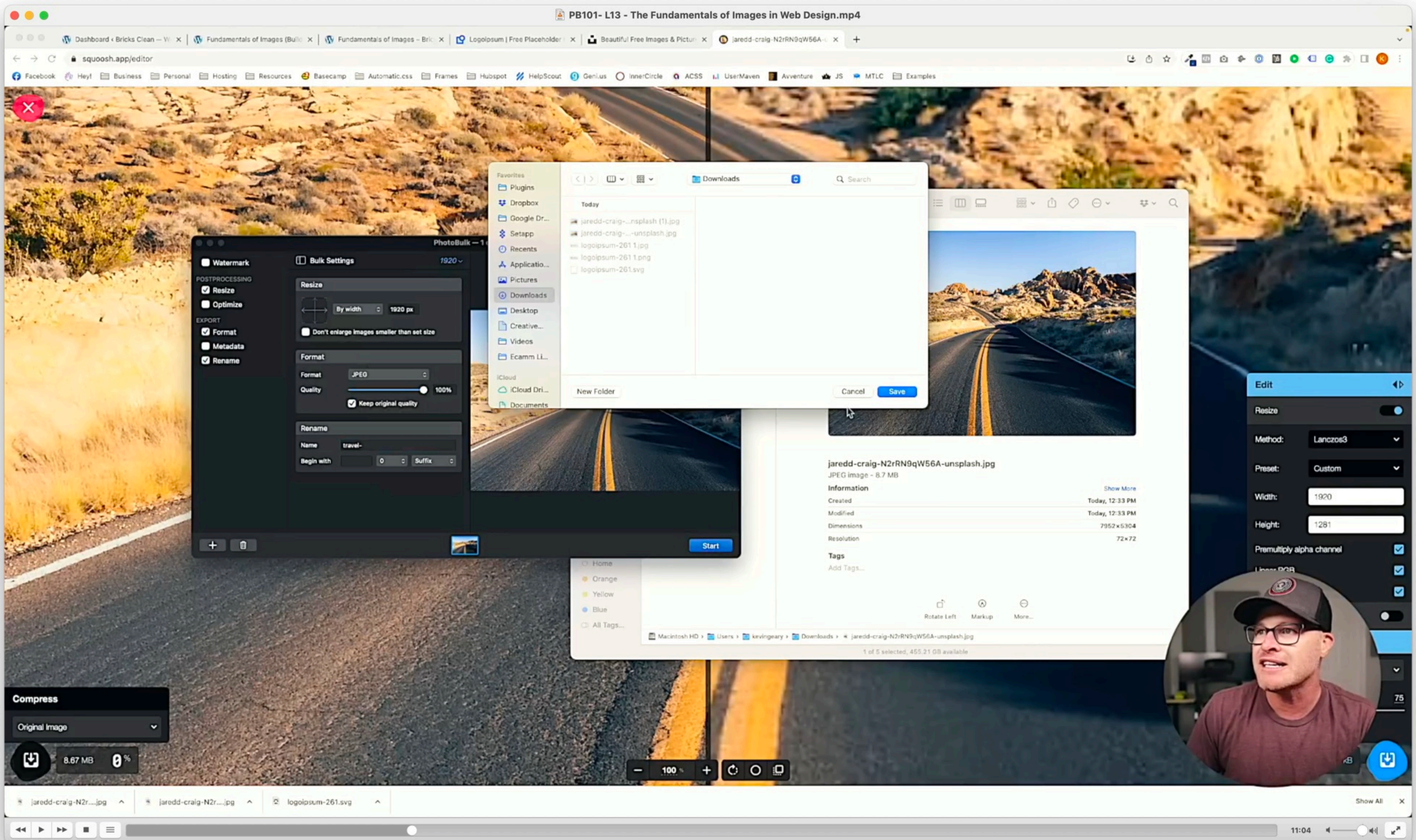
09:47

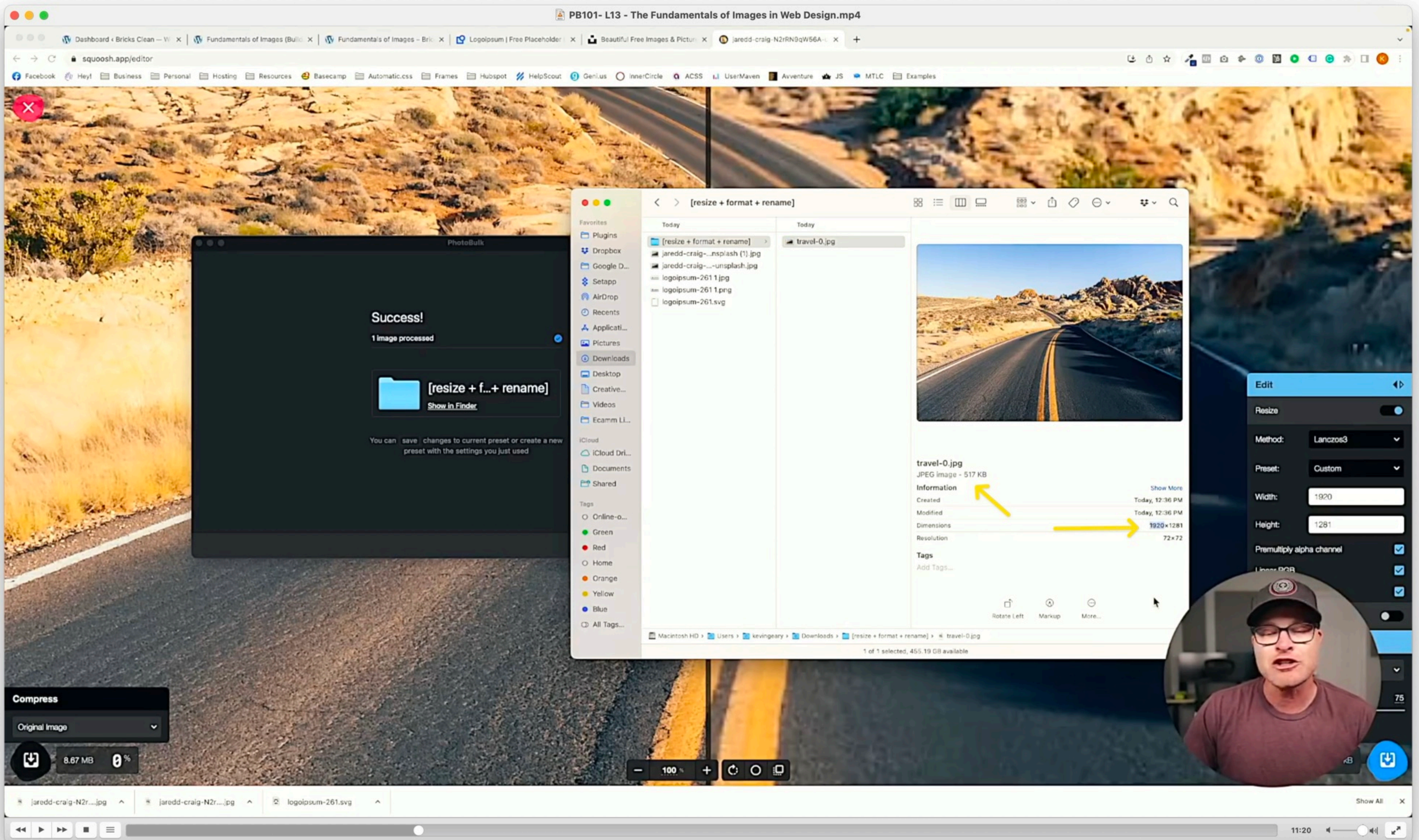
A circular video inset in the bottom right corner of the browser window shows a man with a beard, glasses, and a dark baseball cap. He is wearing a maroon t-shirt and appears to be speaking or presenting. The background behind him is slightly out of focus, showing what looks like an office or studio environment.











Plugins [Add New](#)

Plugin activated.

All (3) | Active (3) | Auto-updates Disabled (3)

Bulk actions [Apply](#)

Search installed plugins...

3 items

☐	Plugin		Automatic Updates
☐	HappyFiles Pro Settings Deactivate	Organize your WordPress media files in folders/categories via drag and drop. Version 1.5.1 By Codeer Visit plugin site	
☐	ShortPixel Image Optimizer Settings Deactivate	ShortPixel optimizes images automatically, while guarding the quality of your images. Check your Settings > ShortPixel page on how to start optimizing your image library and make your website load faster. Version 5.2.3 By ShortPixel - Convert WebP/AVIF & Optimize Images View details	Enable auto-updates
☐	WPCodeBox Deactivate	Complete WordPress Snippet Manager Version 1.4.1 View details By WPCodeBox Visit plugin site Check for updates	
☐	Plugin	Description	Automatic Updates

Bulk actions [Apply](#)

3 items

Thank you for creating with [WordPress](#).

Version 6.2.2

[Show All](#) [X](#)

11:59

These 2 plugins you should install on every of your websites



Media Library

Bricks Clean

0

New

Dashboard

Bricks

Posts

Media

Library

Add New

Bulk ShortPixel

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

WPCodeBox

Collapse menu

Categories

Create

Rename

Delete

Click the "Create" button above to add your first category. Then start to drag and drop files into your category.

All Files

Uncategorized

Media Library

Add New

All media items

All dates

All Images

Filter

Search

Bulk actions

Apply

☐	File	Author	Uploaded to		Date	ShortPixel Compression
☐	 logoipsum-261 1 logoipsum-261-1.jpg	admi	(Unattached) Attach	—	12 mins ago	Optimize Now
☐	 logoipsum-261 1 logoipsum-261-1.png	admi	(Unattached) Attach	—	12 mins ago	Optimize Now
☐	 logoipsum-261 logoipsum-261.svg	admi	(Unattached) Attach	—	12 mins ago	Not Processable: Image Extension not processable
☐	File	Author	Uploaded to		Date	ShortPixel Compression

Bulk actions

Apply

3 items

Thank you for creating with WordPress.

Version 6.2.2

jaredd-craig-N2r....jpg

jaredd-craig-N2r....jpg

logoipsum-261.svg

Show All

12:27

This is the UI of Happy Files Pro



Media Library < Bricks Clean — x Fundamentals of Images (Build x Fundamentals of Images — Bricks x Logolpsum | Free Placeholder x Beautiful Free Images & Pictures x jaredd-craig-N2rRN9qW56A-u x +

Not Secure | bricks-clean.local/wp-admin/upload.php?mode=list&shortpixel_status=all&happyfiles_category=15

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us innerCircle ACSS UserMaven Avventure JS MTLC Examples

Bricks Clean 0 + New Howdy, admin Screen Options Help

Dashboard Bricks Posts Media Library Add New Bulk ShortPixel Pages Comments Appearance Plugins Users Tools Settings WPCodeBox Collapse menu

Categories

Create Rename Delete

All Files 3

Uncategorized

Branding 3

Placeholders

Services

Roof Repair

Media Library Add New

All media items All dates All Images Filter

Search

☐	File	Author	Uploaded to		Date	ShortPixel Compression
No media files found.						
☐	File	Author	Uploaded to		Date	ShortPixel Compression

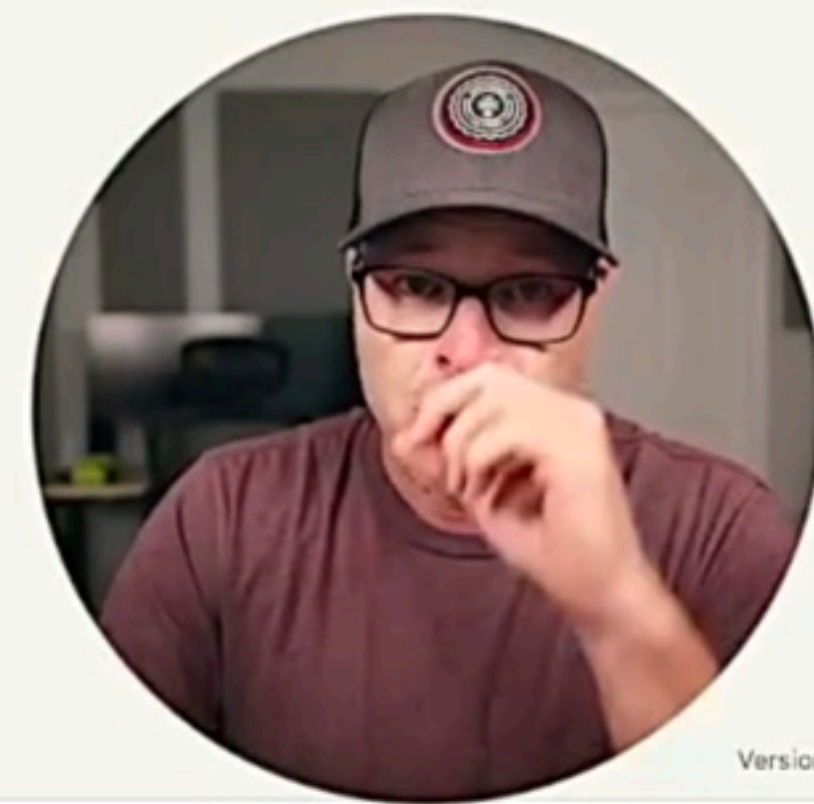
These are queriable objects. They can be pulled in the website

Structure your media

Thank you for creating with WordPress.

jaredd-craig-N2rRN9qW56A-u.jpg jaredd-craig-N2rRN9qW56A-u.jpg logolpsum-261.svg Show All x

13:43



Posts < Bricks Clean — WordPress — Fundamentals of Images (Build — Fundamentals of Images — Bricks — Logolpsum | Free Placeholder — Beautiful Free Images & Pictures — jaredd-craig-N2rRN9qW56A-U — +

Not Secure | bricks-clean.local/wp-admin/edit.php

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us innerCircle ACSS UserMaven Avventure JS MTLC Examples

Bricks Clean 0 + New Howdy, admin

Dashboard Bricks Posts All Posts Add New Categories Tags Media Pages Comments Appearance Plugins Users Tools Settings WPCodeBox Collapse menu

Posts Add New

All (1) | Published (1)

Bulk actions Apply All dates All Categories Filter

☐ Title	Author	Categories	Tags		Date
☐ Hello world!	admin	Uncategorized	—	1	Published 2023/03/30 at 9:03 pm
☐ Title	Author	Categories	Tags		Date

Bulk actions Apply

1 item

You can use Happy Files basically everywhere

Thank you for creating with WordPress.

Version 6.2.2

jaredd-craig-N2r...jpg jaredd-craig-N2r...jpg logolpsum-261.svg Show All X

14:18

Bricks Clean

0 New

Dashboard

Bricks

Posts

Media

Pages

Comments

Appearance

Plugins

Installed Plugins

Add New

Plugin File Editor

Users

Tools

Settings

WPCodeBox

Collapse menu

Plugins

Add New

All (3) | Active (3) | Auto-updates Disabled (3)

Bulk actions

Apply

☐

Plugin

Description

Automatic Updates

☐

HappyFiles Pro

Organize your WordPress media files in folders/categories via drag and drop.
Version 1.5.1 | By Codeer | Visit plugin site

Settings | Deactivate

☐

ShortPixel Image Optimizer

ShortPixel optimizes images automatically, while guarding the quality of your images. Check your [Settings > ShortPixel](#) page on how to start optimizing your image library and make your website load faster.
Version 5.2.3 | By ShortPixel - Convert WebP/AVIF & Optimize Images | View details

Settings | Deactivate

☐

WPCodeBox

Complete WordPress Snippet Manager
Version 1.4.1 | View details | By WPCodeBox | Visit plugin site | Check for updates

Deactivate

☐

Plugin

Description

Automatic Updates

Bulk actions

Apply

3 Items

Screen Options

Help

Search installed plugins...

3 Items

Optimizes images during upload and serve them as webp if needed

WEBP is not supported in any device or browser. So we need a system which detects what can be served

Version 6.2.2

Show All

jaredd-craig-N2r....jpg

jaredd-craig-N2r....jpg

logoipsum-261.svg

14:46



WPCodeBox - Bricks Clean - x Fundamentals of Images (Build - x Fundamentals of Images - Bricks - x Logolpsm | Free Placeholder - x Beautiful Free Images & Pictures - x jaredd-craig-N2rRN9qW56A-u - x

Not Secure | bricks-clean.local/wp-admin/admin.php?page=wpcb_menu_page_php

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Genius innerCircle ACSS UserMaven Avventure JS MTLC Examples

Bricks Clean 0 + New Howdy, admin

Dashboard Bricks Posts Media Pages Comments Appearance Plugins Users Tools Settings WPCodeBox Collapse menu

New Snippet Repository Settings Support

Search Snippets...

Local Snippets

Add duplicate button to post management table

Global

Custom SCRSET Image Sizes

Cloud Snippets

Edit PHP snippet

Title: Custom SCRSET Image Sizes

Description (optional)

How to run the snippet: Always (On Page Load)

Hook/Priority: Root (default)

Snippet Order: 10

Where to run the snippet: Everywhere

```
1 <?php
2 add_theme_support( 'post-thumbnails' );
3 add_image_size( 'image-480', 480, 9999 );
4 add_image_size( 'image-640', 640, 9999 );
5 add_image_size( 'image-720', 720, 9999 );
6 add_image_size( 'image-960', 960, 9999 );
7 add_image_size( 'image-1168', 1168, 9999 );
8 add_image_size( 'image-1440', 1440, 9999 );
9 add_image_size( 'image-1920', 1920, 9999 );
10
11 function my_custom_sizes( $sizes ) {
12     return array_merge( $sizes, array(
13         'image-480' => 'image-480',
14         'image-640' => 'image-640',
15         'image-720' => 'image-720',
16         'image-960' => 'image-960',
17         'image-1168' => 'image-1168',
18         'image-1440' => 'image-1440',
19         'image-1920' => 'image-1920',
20     ) );
21 }
22 add_filter( 'image_size_names_choose', 'my_custom_sizes' );
```

Snippet for every website for custom image sizes



jaredd-craig-N2rRN9qW56A-u.jpg jaredd-craig-N2rRN9qW56A-u.jpg logolpsm-261.svg Show All x

16:35

Facebook

Hey!

Business

Personal

Hosting

Resources

Basecamp

Automatic.css

Frames

Hubspot

HelpScout

Genius

innerCircle

ACSS

UserMaven

Avventure

JS

MTLC

Examples

Bricks Clean

0

New

View Attachment Page

1

Howdy, admin

Dashboard

Bricks

Posts

Media

Library

Add New

Bulk ShortPixel

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

WPCodeBox

Collapse menu

Edit Media

Add New

travel-0

Permalink: <http://bricks-clean.local/travel-0/>

This is the pre-optimized version

Save

Uploaded on: Jun 5, 2023 at 16:43

Uploaded by: admin

File URL:
<http://bricks-clean.local/wp-content/>

Copy URL to clipboard

Download file

File name: travel-0.jpg

File type: JPG

File size: 505 KB

Dimensions: 1920 x 1281

Delete permanently

Update

Category

Category

Most Used

☐ Branding

☐ Placeholders

+ Add New Category

ShortPixel Info

Optimizing - Item has been sent to ShortPixel (0/17)

jaredd-craig-N2r....jpg

jaredd-craig-N2r....jpg

logoipsum-261.svg

Show All

X

17:08

PB101- L13 - The Fundamentals of Images in Web Design.mp4

Media Library < Bricks Clean — x Fundamentals of Images (Build x Fundamentals of Images — Bricks x Logoipsum | Free Placeholder x Beautiful Free Images & Pictures x jared-d-craig-N2rRN9qW56A-u x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus innerCircle ACSS UserMaven Avventure JS MTLC Examples

Image

#DFAE-XESVMO

CONTE... STYLE

Large (1024×683)

Large (1024×683) Image size

Thumbnail (150×150)

Medium Large (768×512)

Image 480 (480×320)

Image 640 (640×427)

Image 720 (720×480)

Image 960 (960×641)

Image 1168 (1168×779)

Image 1440 (1440×961)

1536×1536 (1536×1025)

None

Image overlay

Disable icon

Logo (SVG)

Logoipsum

Structure

- Section
- Section
- Container
- Container
- Image
- Section
- Section
- Section
- Section
- Section
- Section

Here are our custom image sizes

Image w/ Contextual Value (HTML Images)

Decorative Images (CSS Background Image)

jared-d-craig-N2rRN9qW56A-u.jpg jared-d-craig-N2rRN9qW56A-u.jpg logoipsum-261.svg Show All x

17:38



Media Library < Bricks Clean — x Fundamentals of Images (Build: x Fundamentals of Images — Bricks x Logoipsum | Free Placeholder x Beautiful Free Images & Pictures x jared-d-craig-N2rRN9qW56A-u x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us InnerCircle ACSS UserMaven Avventure JS MTLC Examples

b

W 2020 H 100

Structure

Image

#brxe-gjsrds

CONTE... STYLE



Image 480 (480x320)

HTML tag

Object fit Fill

Custom alt text

Caption Type Attachment

Loading lazy

Show title

Stretch

LINK TO

None

Image overlay

Disable icon

Logo (SVG)

 Logoipsum

Image w/ Contextual Value (HTML Images)







Decorative Images (CSS Background Image)

jared-d-craig-N2rRN9qW56A-u.jpg jared-d-craig-N2rRN9qW56A-u.jpg logoipsum-261.svg

Show All x

18:31



A circular inset image showing a man with a beard, wearing a dark baseball cap with a logo and glasses. He is wearing a maroon t-shirt and has his mouth open as if speaking. The background is slightly blurred, showing an office setting.

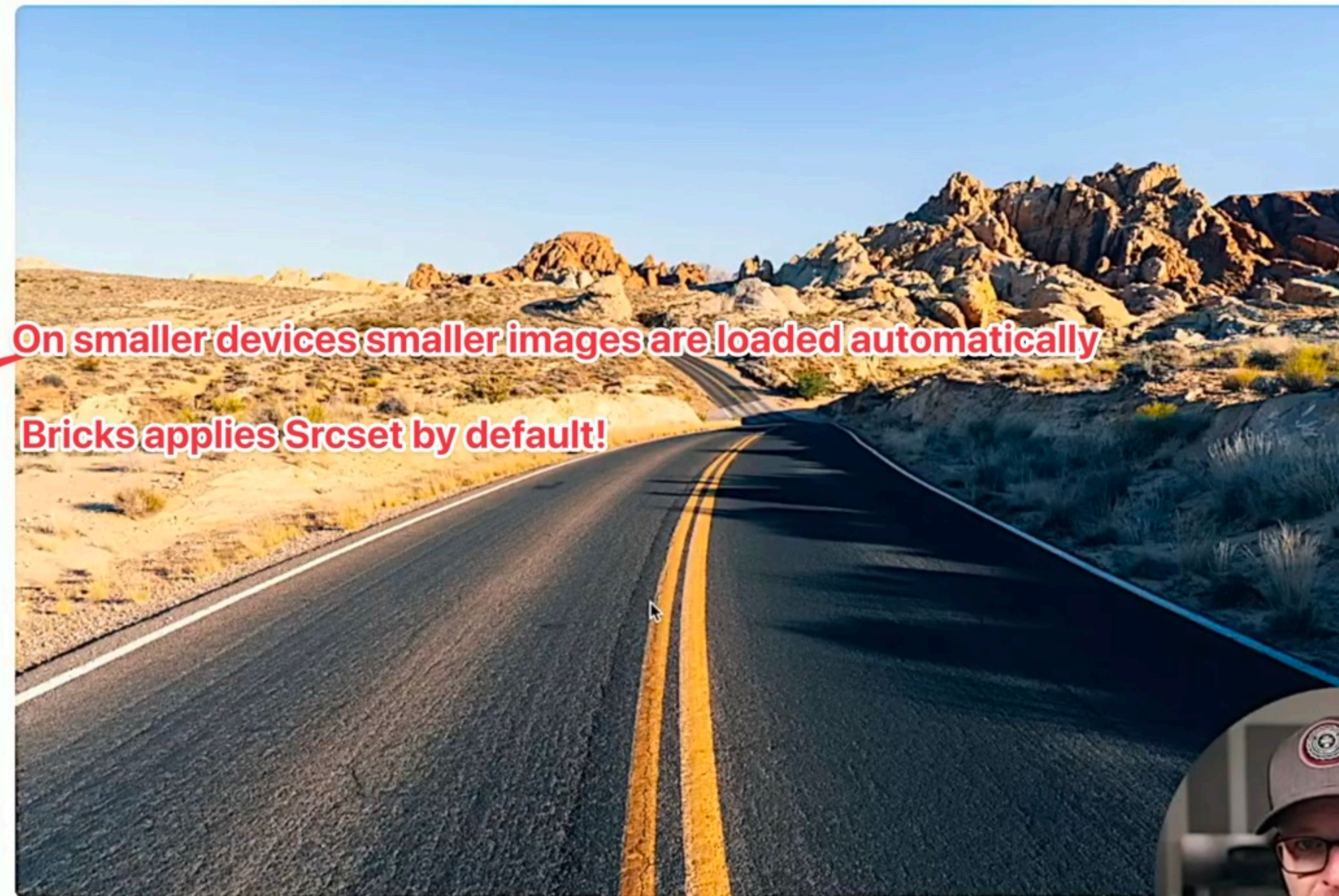

```
<html lang="en-US" class="no-js no-svg">
  <head> ... </head>
  <body class="page-template-default page page-id-529 logged-in admin-bar brx-body bricks-is-frontend wp-embed-responsive customize-support" data-new-gr-c-s-check-loaded="14.1111.0" data-gr-ext-installed cz-shortcut-listen="true">
    <div class="flex">
      <a class="skip-link" href="#brx-content" aria-label="Skip to main content">Skip to main content</a>
      <main id="brx-content">
        <section id="brxe-tybnjk" class="brxe-section"> ...
        </section>
        <div class="brxe-container"> ... </div>
        <div class="brxe-container">
          >

Filter :hov .cls +, -

```
element.style {
}
[class*=brxe-] {
 max-width: 100%;
}
img {
 border-radius: var(--radius);
}
img {
 height: auto;
 max-width: 100%;
 outline: none;
 vertical-align: middle;
```

jared-d-craig-N2rRN9qW56A-U.jpg jared-d-craig-N2rRN9qW56A-U.jpg logoipsum-261.svg

## Image w/ Contextual Value (HTML Images)



On smaller devices smaller images are loaded automatically

Bricks applies Srcset by default!





Image

#BXE-XESVMO

CONTE...STYLE



1536x1536 (1536x1025)

HTML tag

Object fitFill

Custom alt text

Caption TypeAttachment

Loadinglazy

Show title

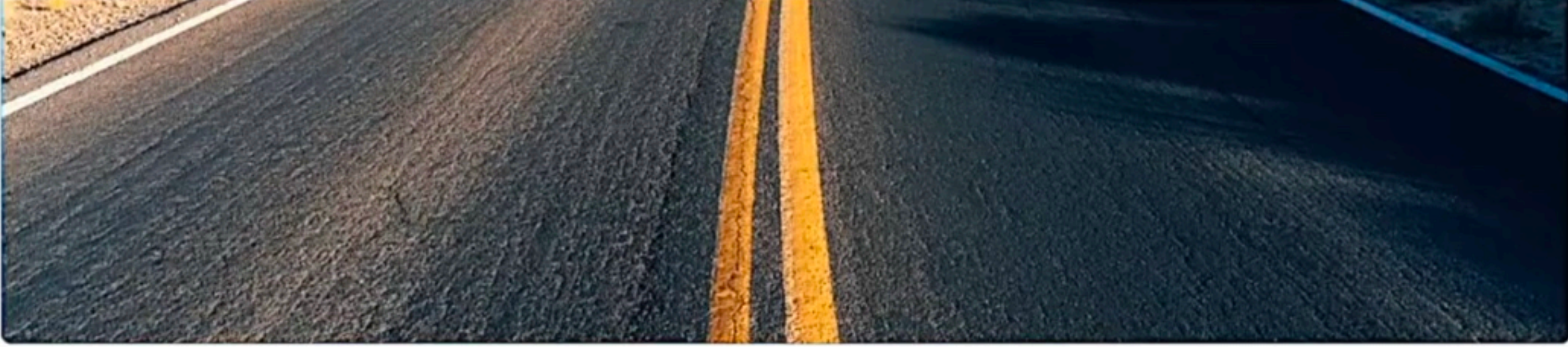
Stretch

LINK TO

None

Image overlay

Disable icon



Decorative Images (CSS Background Image)

Heading

## HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).

Structure

Section

Section

Container

Container

Image

Section

Section

Section

Section

Section

Section

jaredd-craig-N2r....jpg

jaredd-craig-N2r....jpg

logoipsum-261.svg

Show All





```
Skip to main content
<main id="brx-content">
 <section id="brxe-tybnjk" class="brxe-section">...
</section>
 <section class="brxe-section">
 <div class="brxe-container">...
 <div class="brxe-container">

```

div.brxe-container img.brxe-image.css-filter.size-1536x1536

Styles Computed Layout Event Listeners &gt;&gt;

| Filter                        | :hov .cls +, [img]      |             |
|-------------------------------|-------------------------|-------------|
| element.style {               |                         | -           |
| [class*=brxe-] {              | frontend-li_683661877:1 | -           |
| max-width: 100%;              |                         | 0.344x313.8 |
| img {                         | ?bricks_pre_85982205:88 | -           |
| border-radius: var(--radius); |                         | -           |
| img {                         | frontend-li_683661877:1 | -           |
| height: auto;                 |                         |             |
| max-width: 100%;              |                         |             |
| outline: none;                |                         |             |
| vertical-align: middle;       |                         |             |

jared-craig-N2rRN9qW56A- jared-craig-N2rRN9qW56A- logipsum-261.svg

Dimensions: Responsive

533

x 1120

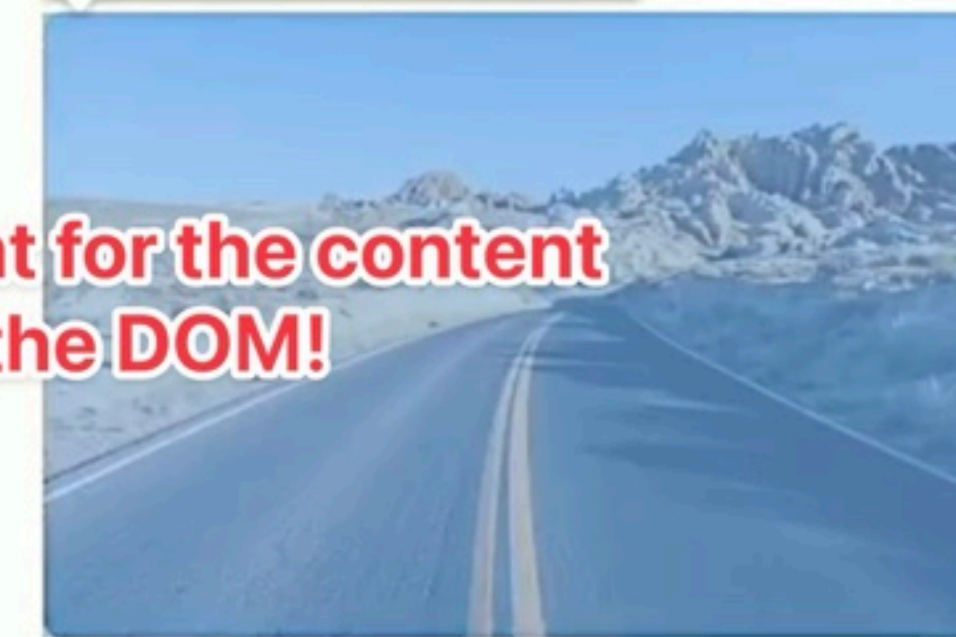
100%

No throttling

Every time the image is important for the content and not decorative it must be in the DOM!

### Image w/ Contextual Value (HTML)

img.brxe-image.css-filter.size-1536x1536 470.34 x 313.81



### Decorative Images (CSS Background Image)

#### HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).



Show All x



Container

#brxe-yvovov

CONTE...STYLE

LAYOUT

TYPOGRAPHY

BACKGROUND

Background color



Large (1024x683)

Background attachment

Scroll

Set to "Fixed" for parallax effect.

Background position

Bottom right

Background repeat

No repeat

Background size

Custom

Background custom size

20rem

Background video

https://www.youtube.com/v

YouTube, Vimeo or file URL.

BORDER / BOX SHADOW

GRADIENT / OVERLAY

SHAPE DIVIDERS

TRANSFORM

Structure

Section

Section

Container

Container

Image

Section

Container

Container

Section

Section

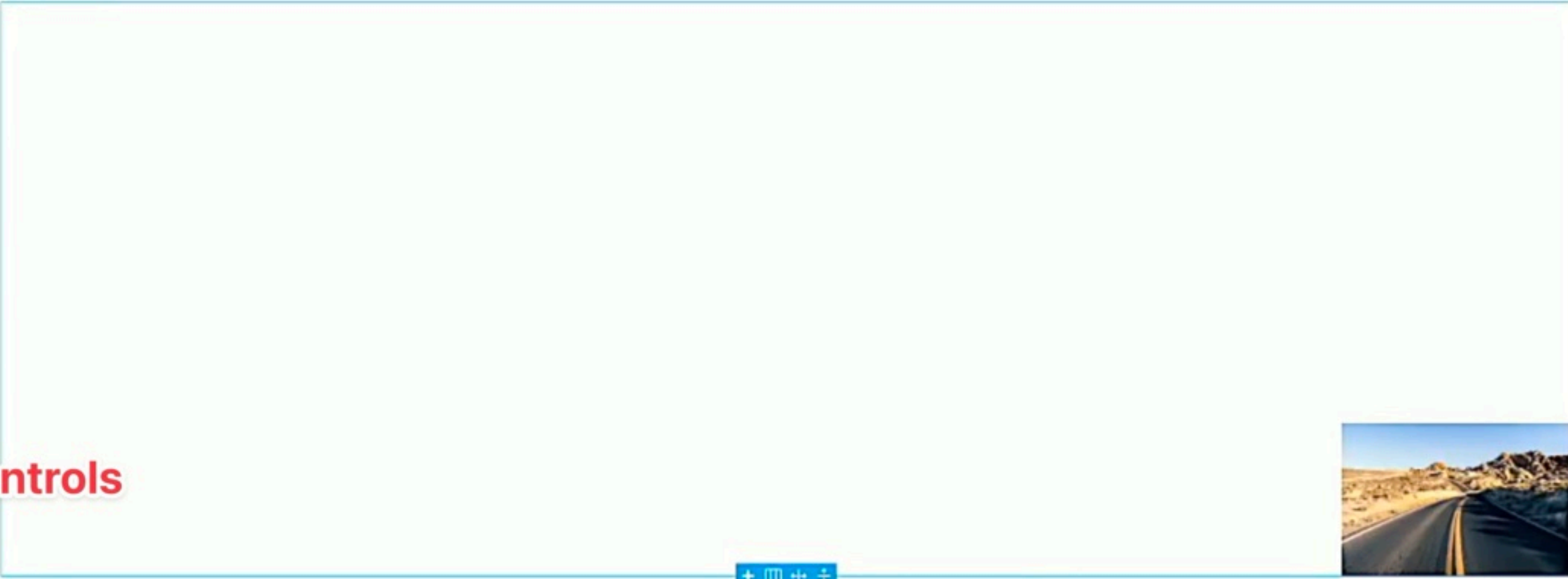
Section

Section

Section

## Decorative Images (CSS Background Image)

Very flexible controls



## HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.



jaredd-craig-N2r...jpgjaredd-craig-N2r...jpglogoipsum-261.svg

Show All

22:40



Media Library < Bricks Clean — x Fundamentals of Images (Build x Fundamentals of Images — Bricks x Logolpsum | Free Placeholder x Beautiful Free Images & Pictures x jaredd-craig-N2rRN9qW56A-U x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks\_preview=1685982205

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Elements Console >> 1

Bricks Clean Customize 0 + New Edit Page Edit with Bricks Render with Bricks Howdy, admin

```
<!DOCTYPE html>
<html lang="en-US" class="no-js no-svg">
 <head> ... </head>
 <body class="page-template-default page page-id-529 logged-in admin-bar brx-body bricks-is-frontend wp-embed-responsive customize-support" data-new-gr-c-s-check-loaded="14.1111.0" data-gr-ext-installed cz-shortcut-listen="true">
 <div class="flex">
 Skip to main content
 <main id="brx-content">
 <section id="brxe-tybnjk" class="brxe-section"> ... </section>
 <section class="brxe-section"> ... </section>
 <section class="brxe-section">
 <div class="brxe-container"> ... </div>
 <div id="brxe-yvomov" class="brxe-container"> ... </div>
 </section>
 <section class="brxe-section"> ... </section>
 <section class="brxe-section"> ... </section>
 <section class="brxe-section bricks-lazy-hidden"> ... </section>
 <section class="brxe-section bricks-lazy-hidden"> ... </section>
 </main>
 <script type="text/javascript"> ... </script>
 </body>
 </html>
```

Content section.brxe-section div#brxe-yvomov.brxe-container

Styles Computed Layout Event Listeners >>

Filter :hov .cls +, ,

element.style {  
}  
#brxe-yvomov {  
 height: 50rem;  
 background-image: url(  
 http://bricks-clean.local/wp-content/uploads/2023/01/post-529.mi...685983794:1366x500  
 );  
 background-repeat: no-repeat;  
 background-position: center center;  
 background-size: cover;  
}  
.brxe-container {  
 width: 1366px;  
}

jaredd-craig-N2rRN9qW56A-U.jpg jaredd-craig-N2rRN9qW56A-U.jpg logolpsum-261.svg

Decorative Images (CSS Background Image)



It's not a real image for the crawler and can not be indexed for SEO purposes

HTML images vs CSS images

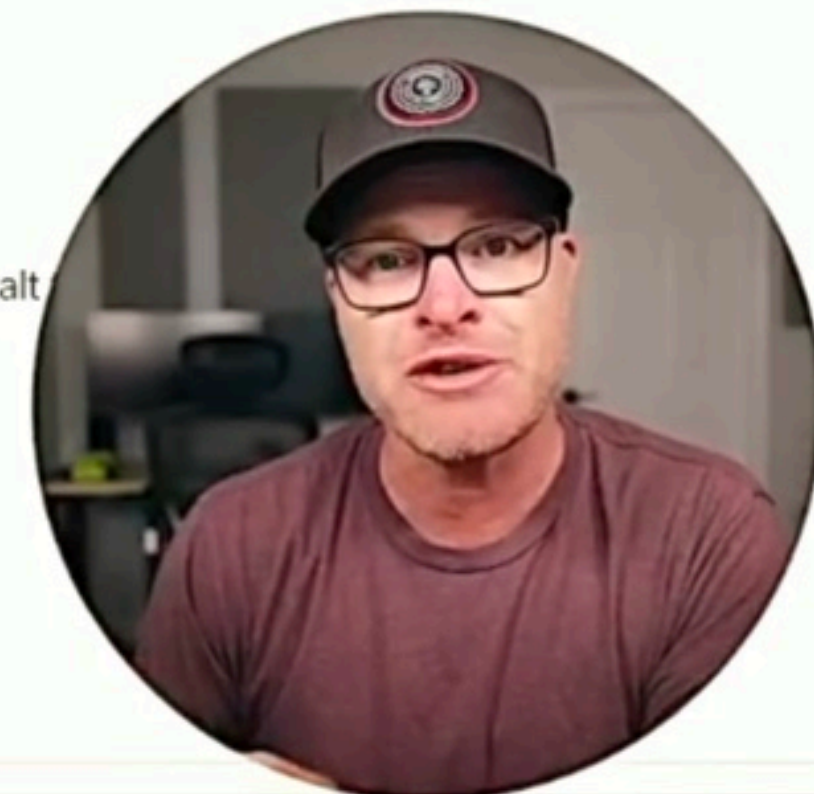
- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).



23:25



- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
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Media Library < Bricks Clean — x Fundamentals of Images (Build x Fundamentals of Images — Bricks x Logipsum | Free Placeholder x Beautiful Free Images & Pictures x jared-d-craig-N2rRN9qW56A-U x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout Geni.us innerCircle ACSS UserMaven Avventure JS MTLC Examples

Image

#BXE-XRSVMO

CONTE... STYLE

1536x1536 (1536x1025)

HTML tag figure x

Object fit Fill

Custom alt text

Caption Type Attachment

Loading lazy

Show title

Stretch

LINK TO

None

Image overlay

Disable icon

Image w/ Contextual Value (HTML Images)

The Figure tag has semantic value

Structure

- Section
- Section
- Container
- Container
- Image
- Section
- Container
- Container
- Section
- Section
- Section
- Section

jared-d-craig-N2rRN9qW56A-U.jpg jared-d-craig-N2rRN9qW56A-U.jpg logipsum-261.svg

25:43



Media Library < Bricks Clean — x Fundamentals of Images (Build) x Fundamentals of Images — Bricks x Logolpsum | Free Placeholder x Beautiful Free Images & Pictures x jared-d-craig-N2rRN9qW56A-U x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus innerCircle ACSS UserMaven Avventure JS MTLC Examples

Image

#DFAE-XRSVMO

CONTE... STYLE

1536x1536 (1536x1025)

HTML tag figure x

Object fit Fill

Custom alt text the middle

Caption Type Attachment

Loading lazy

Show title

Stretch

LINK TO

None

Image overlay

Disable icon

### Image w/ Contextual Value (HTML Images)

You can (should) describe the photo here



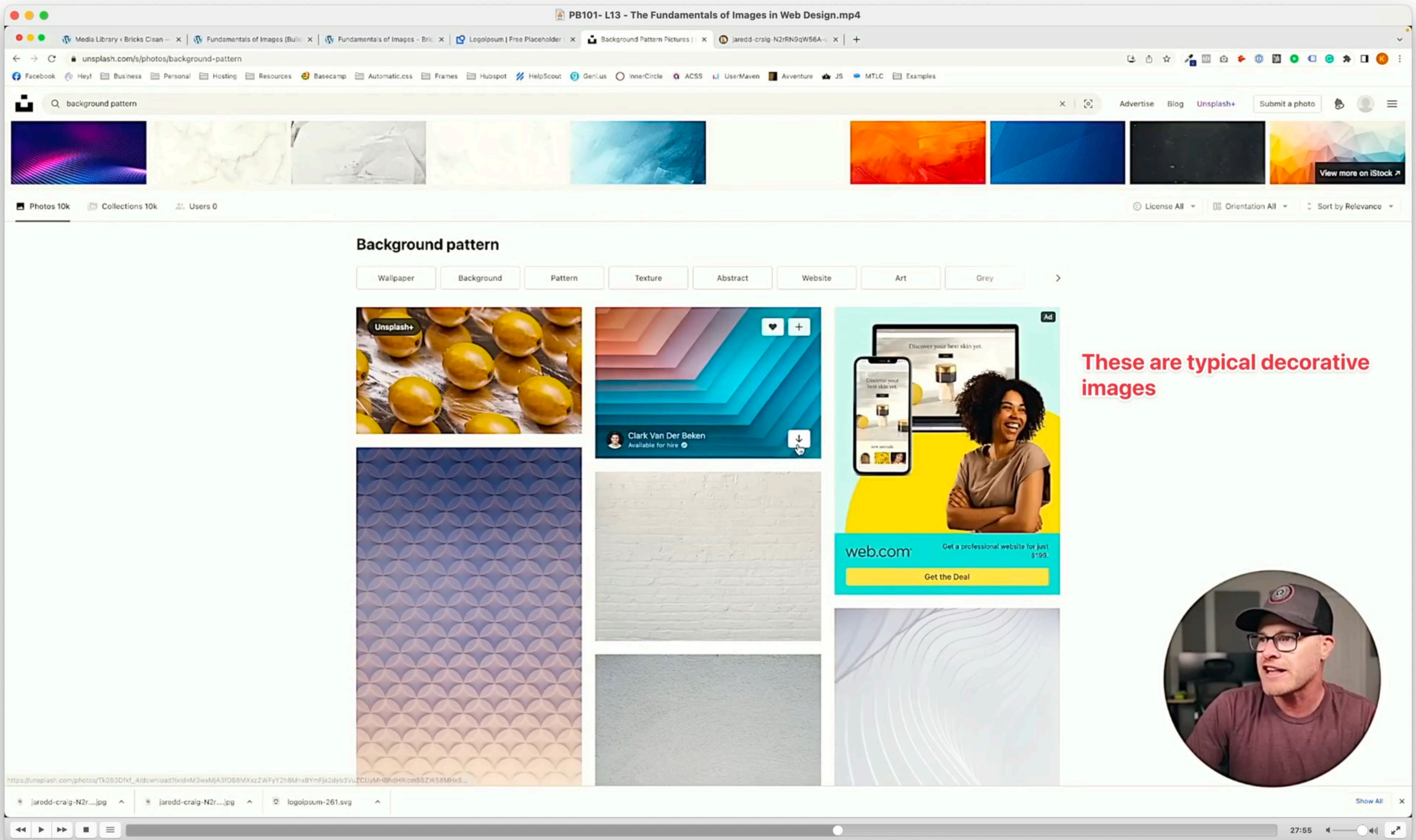
Structure

- Section
- Section
- Container
- Container
- Image
- Section
- Container
- Container
- Section
- Section
- Section
- Section

jared-d-craig-N2rRN9qW56A-U.jpg jared-d-craig-N2rRN9qW56A-U.jpg logolpsum-261.svg

26:32







bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

# The differences

## HTML images vs CSS images

- HTML images are crawlable by Google (SEO) and can be seen by screen readers (accessibility)
- CSS images (background-image) are not physical DOM elements – they technically only exist to visual users and they don't offer alt tags for SEO or accessibility and they lack SRCSET functionality for optimal performance.
- You should only use CSS images when an image is "decorative" and doesn't have any contextual importance.
- Big mistake: Using CSS images to display important images (such as service photos in card layouts).

## Making HTML images behave like background images

- People often use background images so they can take advantage of the "cover" property to dynamically crop the image based on the dimensions of a container. **If the image is contextually important, this is an incorrect use of the background-image property.**
- You'll also see people use background images when they need to overlay text on an image, especially if they need to darken the image with an overlay. **If the image is contextually important, this is an incorrect use of the background-image property.**
- **As a professional, you need to know how to make an HTML image behave like a CSS background image.** It's a situation you'll encounter dozens of times on almost every site build. The container below accomplishes overlay text on an image improperly. Let's see if we can recreate it the correct way!

clark-van-der-be...jpg clark-van-der-be...jpg jaredd-craig-N2r...jpg jaredd-craig-N2r...jpg logolpsm-261.svg

29:35



Background I...

#brxe-hfvyow

CONTE...STYLE

LAYOUT

TYPOGRAPHY

BACKGROUND

Background color

SELECT IMAGE

Select dynamic data

External URL

Background video

https://www.youtube.com/v

YouTube, Vimeo or file URL

BORDER / BOX SHADOW

GRADIENT / OVERLAY

SHAPE DIVIDERS

TRANSFORM

CSS

ATTRIBUTES

## Making HTML images behave like background images

- People often use background images so they can take advantage of the "cover" property to dynamically crop the image based on the dimensions of a container. **If the image is contextually important, this is an incorrect use of the background-image property.**
- You'll also see people use background images when they need to overlay text on an image, especially if they need to darken the image with an overlay. **If the image is contextually important, this is an incorrect use of the background-image property.**
- **As a professional, you need to know how to make an HTML image behave like a CSS background image.** It's a situation you'll encounter dozens of times on almost every site build. The container below accomplishes overlay text on an image improperly. Let's see if we can recreate it the correct way!

Structure

Section

Section

Container

Heading

Container

Image

Section

Container

Container

Section

Section

Container

Background image Container

Real Image Container

Section

Section

clark-van-der-be....jpg

clark-van-der-be....jpg

jaredd-craig-N2r....jpg

jaredd-craig-N2r....jpg

logolpsum-261.svg

Show All

29:39

A circular inset image in the bottom right corner of the video player. It shows a man with a beard, wearing a dark baseball cap and glasses, gesturing with his right hand as if speaking or explaining something.



## Making HTML images behave like background images

- People often use background images so they can take advantage of the "cover" property to dynamically crop the image based on the dimensions of a container. **If the image is contextually important, this is an incorrect use of the background-image property.**
- You'll also see people use background images when they need to overlay text on an image, especially if they need to darken the image with an overlay. **If the image is contextually important, this is an incorrect use of the background-image property.**
- **As a professional, you need to know how to make an HTML image behave like a CSS background image.** It's a situation you'll encounter dozens of times on almost every site build. The container below accomplishes overlay text on an image improperly. Let's see if we can recreate it the correct way!



Looks perfect but is only  
a background image





```
<!DOCTYPE html>
<html lang="en-US" class="no-js no-svg">
 <head> ... </head>
 <body class="page-template-default page page-id-529 logged-in admin-bar brx-body bricks-is-frontend wp-embed-responsive customize-support" data-new-gr-c-s-check-loaded="14.1111.0" data-gr-ext-installed cz-shortcut-listen="true">
 Skip to main content
 <main id="brx-content">
 <section id="brxe-tybnjk" class="brxe-section bricks-lazy-hidden"> ... </section>
 <section class="brxe-section bricks-lazy-hidden"> ... </section>
 <section class="brxe-section bricks-lazy-hidden"> ... </section>
 <section class="brxe-section"> ... </section>
 <div id="brxe-hfvyow" class="brxe-container bg-image">
 <p class="brxe-text-basic overlay-text">Snorkeling Lessons</p>
 </div>
 </main>
 </body>
</html>
```

Styles Computed Layout Event Listeners >>

Filter :hov .cls + - 0

element.style {		
.overlay-text {	?bricks_pre_85982205:30	ng -
color: var(--bricks-color-tazcne);		434.688x85
font-size: 5rem;		-
font-weight: 600;		-
[class*=brxe-] {	frontend-li_683661877:1	-
max-width: 100%;		0
:where(.bg-image > *) {	?bricks_pre_85982205:25	□ Show
position: relative;		border...

## Making HTML images behave like background images

- People often use background images so they can take advantage of the "cover" property to dynamically crop the image based on the dimensions of a container. **If the image is contextually important, this is an incorrect use of the background-image property.**
- You'll also see people use background images when they need to overlay text on an image, especially if they need to darken the image with an overlay. **If the image is contextually important, this is an incorrect use of the background-image property.**
- **As a professional, you need to know how to make an HTML image behave like a CSS background image.** It's a situation you'll encounter dozens of



Nobody knows that  
there's an image here





the image is contextually important, this is an incorrect use of the background-image property.

- As a professional, you need to know how to make an HTML image behave like a CSS background image. It's a situation you'll encounter dozens of times on almost every site build. The container below accomplishes overlay text on an image improperly. Let's see if we can recreate it the correct way!



Snorkeling Lessons

No image selected.

First we insert an image

Structure

- Section
- Section
- Section
- Section
- Section
- Container
- Background Image Container
  - Basic Text
  - Real Image Container
- Section
- Section

34:18



Fundamentals of Images (Bulb) x Fundamentals of Images - Bric x Logolpsun | Free Placeholder x 30k+ Snorkeling Pictures | Dov x neom-4AADxUsufQ-unsplash x clark-van-der-beken-Tk0B3D x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

Facebook Hey! Business Personal Hosting Resources Basecamp Automatic.css Frames Hubspot HelpScout GenLus innerCircle ACSS UserMaven Avventure JS MTLC Examples

Image

#brxe-nhhoxj

CONTE... STYLE

1536x1536 (1536x1024)

HTML tag figure x

Object fit Fill

Custom alt text coral reef

Caption Type Attachment

Loading lazy

Show title

Stretch

LINK TO

None

Image overlay

Disable icon

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Section

Section

# Snorkeling Lessons



4. Don't use a design tool to add text to images. This text won't be editable or accessible.

5. Don't use copyrighted images. Always use original images or royalty-free images.

34:46



PB101- L13 - The Fundamentals of Images in Web Design.mp4

Fundamentals of Images (Bulic x Fundamentals of Images - Bric x Logolpsun | Free Placeholder x 30k+ Snorkeling Pictures | Dow x neom-4AADxUsufQ-unsplash x clark-van-der-beken-Tk0B3D x +

Not Secure | bricks-clean.local/variables-dry-development-2-2-2/?bricks=run

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**Snorkeling Lessons**

**Absolute positioning**

**Structure**

- Section
- Section
- Section
- Section
- Section
- Container
- Background Image Container
  - Basic Text
- Real Image Container
  - Image
- Section
- Section

**SPACING**

Margin

Padding

**SIZING**

Width

Min. width

Max. width 100%

Height

Min. height

Max. height

**POSITIONING**

Position absolute x

Top

Right

Bottom

Left

Z-index 0

Order 0

**MISC**

Display block

Overflow visible

Opacity 1

35:44







Image

.bg-Image\_\_image

1

.bg-Image\_\_image

CONTE...

STYLE



1536x1536 (1536x1024)

HTML tag

figure

x

Object fit

Cover

x

Object position

50% 50%

Custom alt text

girl taking

⚡

Caption

Type

No capti...

x

Loading

lazy

⌵

Show title

⌵

Stretch

⌵

LINK TO

None

⌵

Image overlay

⌵

Disable icon

⌵

Icon typography

⌵

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Section

Section

# Snorkeling Lessons



## Additional mistakes to avoid

1. Don't use a design tool to add accent items or background colors or gradients to images.
2. Don't use a design tool to manipulate an image's saturation, opacity, crop, aspect ratio, blur, border radius, contrast, etc.
3. Don't group multiple images within a single image file.
4. Don't use a design tool to add text to images. This text won't be editable or accessible.





Image

.bg-Image\_\_img

.bg-Image\_\_img

CONTE...STYLE



1536x1536 (1536x1024)

HTML tagfigure

Object fitCover

Object position50% 100%

Custom alt textgirl taking

Caption TypeNo capti...

Loadinglazy

Show title

Stretch

LINK TO

None

Image overlay

Disable icon

Icon typography

W 2020H 100%



# Snorkeling Lessons



We can even move the image around

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Section

Section

## Additional mistakes to avoid

1. Don't use a design tool to add accent items or background colors or gradients to images.
2. Don't use a design tool to manipulate an image's saturation, opacity, crop, aspect ratio, blur, border radius, contrast, etc.
3. Don't group multiple images within a single image file.
4. Don't use a design tool to add text to images. This text won't be editable or accessible.



Basic Text

overlay-text

2

1

overlay-text

CONTE...STYLE

Snorkeling Lessons

3

Select text on canvas to format it. To add headings, paragraphs, and images use the "Rich Text" element.

HTML tag

div

Link to

Select link type

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Basic Text

Section

Section

W 2020H 100

1

2

3

4

5

6

7

8

9

10

11

12

13

14

15

16

17

18

19

20

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22

23

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62

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97

98

99

100

Snorkeling Lessons

We can't see the text yet because the image is covering it

Image

Additional mistakes to avoid

1. Don't use a design tool to add accent items or background colors or gradients to images.

2. Don't use a design tool to manipulate an image's saturation, opacity, crop, aspect ratio, blur, border radius, contrast, etc.

3. Don't group multiple images within a single image file.

4. Don't use a design tool to add text to images. This text won't be editable or accessible.

5. Don't use copyrighted images. Always use original images or royalty-free images.

6. Don't use images for design elements that can be accomplished purely with CSS (Remember the background blur effect from a previous lesson?)

37:37









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Structure

- Section
- Section
- Section
- Section
- Section
- Container
- Background Image Container
  - Basic Text
- Real Image Container
  - Image
  - Basic Text
- Section
- Section

**STYLE**

• Height 100%

Min. height

Max. height

**POSITIONING**

• Position absolute x

• Top 0

Right

Bottom

• Left 0

• Z-index -1

Order 0

**MISC**

Display block

Overflow visible

Opacity 1

Cursor auto

**FLEX**

Align self

Flex grow 0

Flex shrink 1

Flex basis auto

**TYPOGRAPHY**

**BACKGROUND**

**BORDER / BOX SHADOW**

**GRADIENT / OVERLAY**

**Snorkeling Lessons**

**Additional mistakes to avoid**

1. Don't use a design tool to add accent items or background colors or gradients to images.
2. Don't use a design tool to manipulate an image's saturation, opacity, crop, aspect ratio, blur, border radius, contrast, etc.
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38:40



Overlay

#brxe-guexqz

CONTE...STYLE

LAYOUT

SPACING

Margin

Padding

SIZING

Width

Min. width

Max. width100%

Height

Min. height

Max. height

POSITIONING

Positionstatic

Top

Right

Bottom

Left

Z-index0

MISC

Overflowvisible

Opacity1

Cursorauto

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Overlay

Basic Text

Section

Section

W 2020H 100%

Snorkeling Lessons

Additional mistakes to avoid

1. Don't use a design tool to add accent items or background colors or gradients to images.

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Your homework

1. Download a full resolution image from unsplash.com.

2. Pre-optimize the image with Squoosh.app.

3. Upload the image to WordPress.

4. Organize the image with Happy Files.

5. Recreate the overlay image from above on a page. Make sure the image is properly sized for the container, is wrapped in a figure tag, and has alt text.

We created a Div for the overlay

38:55



Overlay

CONTE...

STYLE

LAYOUT

SPACING

Margin

Padding

SIZING

Width

Min. width

Max. width

100%

Height

Min. height

Max. height

POSITIONING

Position

absolute

Top

0

Right

0

Bottom

0

Left

0

Z-index

0

MISC

Overflow

visible

Opacity

1

Snorkeling Lessons

Snorkeling Lessons

Structure

Section

Section

Section

Section

Section

Container

Background Image Container

Basic Text

Real Image Container

Image

Overlay

Basic Text

Section

Section

Additional mistakes to avoid











PB101- L13 - The Fundamentals of Images in Web Design.mp4

Fundamentals of Images (Bulb) x Fundamentals of Images - Bric x Logoipsum | Free Placeholder x 30k+ Snorkeling Pictures | Dov x neom-4AADxUsnufQ-unsplash x clark-van-der-beken-Tk0B3D x +

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times on almost every site build. The container below accomplishes overly text on an image improperly. Let's see if we can recreate it the correct way.



Snorkeling Lessons

**Exactly the same but now semantically correct, readable by Screen Readers and Crawlers**



Snorkeling Lessons

Additional mistakes to avoid

39:33





