

# WHAT IS ALT TEXT?

The purpose of alt text is to provide descriptive snippets of images for screen readers. If an image doesn't load, or a website visitor cannot see the image, a screen reader will ensure each visitor has the same successful experience. **#accessibilitymatters**

**Here's how you can improve your alt text practices on your website or when posting images on social media:**



**Not great:** "IMG\_004783.png"

**Still not great:** "Box"

**Better:** "Hands holding brown box"

**Best:** "Hands holding small brown gift box wrapped in a cream-coloured bow."

Good alt text is descriptive and includes a prominent keyword for your brand. A good rule of thumb is to keep alt text under 125 characters.

Alt-text is generally put into your website backend or social media under 'advanced options'. If you don't know where to put your alt text, do a quick search for your preferred platform on a search engine for directions.

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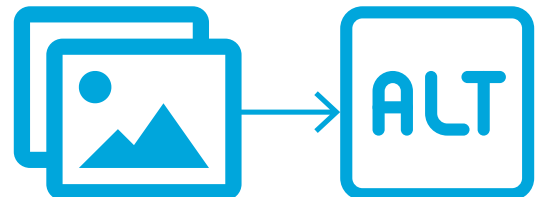
Alt-text is also great for improving your website's SEO. That means that Google will scan your website content for relevant information users are searching for, and if your content is optimized, including your images, Google will rank those, too.

**Hello, coveted first page!**

**A KEYWORD HELPS  
YOUR PRODUCT OR  
SERVICE SHOW UP IN  
A SEARCH ENGINE  
WHEN A USER TYPES  
IN A SEARCH QUERY.**

## MORE ALT TEXT BEST PRACTICES:

- Use one main keyword in your alt-text and avoid keyword stuffing. Too many keywords are unnecessary.
- Be as descriptive as possible - use well-known names, locations and pertinent details.
- Leave out 'image of' or 'picture of' - screen readers already know that the alt-text describes an image.
- Use a spell-check tool, like Grammarly, to check for spelling and grammar errors.
- If an image is purely for decoration, it might not require alt-text, especially if it complements text where you've already been descriptive.



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