

Adding Alternative Text

a quick checklist



General Guidelines

- Be concise but descriptive..
- Focus on essential information the user needs.
- Avoid phrases like “image of” or “graphic of.”



Images & Graphics

- Describe content and function (e.g., chart trends, action in photo).
- Include text in images if it conveys important information.
- Skip decorative images (or mark as decorative).



Charts & Graphs

- Explain key data and trends, not every number.
- Include units and context if needed.
- Ensure meaning is clear without seeing the visual.



Complex Images

- Use a short alt text plus a longer description if needed.
- Consider linking to a full description for detailed visuals.



Remember, accessibility isn't only a checkbox, it's just how we do things.