

Basic Accessibility Checklist for Alt Text

- Do not start alt text with “picture of” or “graphic of”
- Alt text is accurate (not file name)
- Validate auto-generated alt text
- Include enough information for end user
- Exclude information near the image (i.e. caption below image)
- Include alt text of images with hyperlink
- Alt text can vary for same image based on context
- Graphs/Charts and maps are more complex
- Any text in image must be written verbatim
- Ask content creator (person who wants to use the image) to write the alt text