

# Basic Accessibility Checklist for Alt Text

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- 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
- Include text verbatim found in image
- Exclude information found 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
- Ask content creator/expert to write the alt text