



## Writing ALT Text for Accessibility Checklist

- Don't include "image of" or "picture of" – a screen reader already does this.
- Keep ALT text concise, "shorter than a Tweet" is good practice.
- Focus on conveying the meaning and context of the image.
- Mark images as decorative if they do not convey information.
- If images include text, make sure the ALT text includes the same text.
- Include ALT text for buttons and other interactive images that link to user actions.
- Don't use ALT text for additional information, such as the photographer/illustrator or other image credits.