



Alt Text

UNDERSTANDING ALTERNATIVE TEXT

Alt Text

In this presentation we will be exploring

- ▶ What alt text is
- ▶ Why alt text is used
- ▶ Why it's important to use it
- ▶ How to use it

What is Alt Text?

- ▶ Stands for **alternative text**.
- ▶ Also stands alt descriptions or alt attributes.
- ▶ It is **used in HTML code** to **describe the function and appearance** of an image on a page. It's the text that's added to the image's HTML tag on a web page.

Newest Slots to Land in SA Casinos October 2018

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img.attachment-full.size-full.wp-post-image | 627.2 x 194.43



South African fans of online slot games have a lot to look forward to in October and November 2018. The newest slots to arrive at top casinos for South Africans are guaranteed to keep SA players glued to their screens. Let's take a look at what are some of the newest slot titles at the top online South African casinos.

Elements Console Sources >> 12

```
data-caption aria-label="coins of
egypt slot game">
  <span class="screen-reader-text">
  View Larger Image</span>
  <img width="500" height="155" src=
  "https://www.casinoza.com/wp-
  content/uploads/2018/10/coins-of-
  egypt-slot-game.png" class=
  "attachment-full size-full wp-
  post-image" alt="image of coins of
  egypt slot game newest slots 2018"
  srcset="https://www.casinoza.com/
  wp-content/uploads/2018/10/coins-
  of-egypt-slot-game-200x62.png
  200w, https://www.casinoza.com/wp-
  content/uploads/2018/10/coins-of-
  egypt-slot-game-400x124.png 400w,
  https://www.casinoza.com/wp-
  content/uploads/2018/10/coins-of-
  egypt-slot-game.png 500w" sizes="
  (max-width: 800px) 100vw, 767px"
  draggable="false">
  </a>
</li>
::after
</ul>
```

body

Styles Event Listeners DOM Breakpoints Properties

Filter :hov .cls +

Why is Alt Text Used?

- ▶ The **primary objective** of using alt text on your webpage is to make the **website accessible to visually impaired users** – screen readers read the alt text to the user to understand what's on the page.
- ▶ If an image file fails to load, the **alt text will be displayed**.
- ▶ Helps search engine crawlers **properly index images** by providing better image context or description.

Example of alt text being used in broken image/form button

[Skip to Main Content](#)



user1

[sign out](#)

[Mail](#)



Options:



[Help](#)

[My Mail](#)



[Help Bubble](#)

[Help Bubble](#)

[Copyright](#)

- [Account](#)
- [Organize E-Mail](#)
- [Groups](#)
- [Settings](#)
- [Phone](#)
- [Block or Allow](#)

Why is it Important to Use Alt Text?

- ▶ The **initial reason** why alt text became a core part of webpage design is to make it **accessible to the visually impaired and enhance user experience**– it's used by screen readers to describe the image.
- ▶ Alt text can indirectly impact your **SEO ranking**. Using alt text helps search engine crawlers **identify the image**. Leaving it to the bot may result in the bot incorrectly identifying the image = **ranking for the wrong keyword or not ranking at all**.

How to Write a Good Alt Description

1. Be as **specific as possible**: after all alt text is there to describe the image to those who can't see it.
2. Keep it at **125 characters** (with spacing) long or shorter: this is the most screen readers will read.
3. Include your **focus keyword**: alt text is another **opportunity to signal** that your page is highly relevant for a specific keyword. If it makes sense to include it, try **use it in at least one** of the images on the page.
4. Avoid **keyword stuffing**: you **will lose points** for stuffing but not for poorly written alt text. Focus on **descriptive alt text that gives context** to the image and include your focus keyword.

How to Write a Good Alt Description cont.

5. Avoid using **images to replace text**: avoid including important content in images like **infographics**, for example, as bots can't read them. If you have to use an image, **explain what the image says** in the alt text.
6. There's **no need to use "image of"** in the alt text: it's already assumed it's an image.
7. The '**longdesc=""** tag: for images that **require longer descriptions**, you can use the `<longdesc="">` code.
8. Don't **forget form buttons**: if your webpage **has call-to-action buttons**, it should have an alt description that **explains what its function is**.

Example of Properly Written Alt Text



Examples of Properly Written Alt Text



Okay alt text: "img scr="online roulette" alt="online royale roulette"

Examples of Properly Written Alt Text



Okay alt text: ``

Better alt text: ``

Examples of Properly Written Alt Text



Okay alt text: ``

Better alt text: ``

Best alt text: ``

So...



Slot game titled **I, Zombie** by **Realtime Gaming**. Based off what we've learnt, come up with a good alt description for this image that will be inserted into a **slot review for an Australian website**. The file name is "**I Zombie slot game**".

Task



i	-	Line Bet: €0.04	+
	-	Lines: 25	+
	Total Bet: €1.00		

WIN:
€0.00



Best alt text: <img src="I
Zombie slot game"
alt="Realtime Gaming I
Zombie pokie game reels"

In Summary

- ▶ Alt text or alternative text describes the **function and appearance** of an **image** on a page.
- ▶ Alt text or alt description is important for **enhancing user experience**, especially for visually impaired users.
- ▶ It also shows up when an **image fails to load** and helps search engine crawlers **index images**.
- ▶ **Helps with SEO ranking** by using the focus keyword you want the page to rank for.
- ▶ When writing alt text, keep it **under 125 characters**, be as **descriptive** as possible, and **avoid** keyword stuffing.

Sources

- ▶ <https://moz.com/learn/seo/alt-text>
- ▶ <https://www.techopedia.com/definition/23124/alternate-text-alt-text>
- ▶ <https://yoast.com/image-seo-alt-tag-and-title-tag-optimization/>