Industry: Marketing & Web Design

Alt Descriptions & Image Accessibility

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Sample Page Headline
This webpage is used for demo purposes, to better understand the anatomy of a webpage.

First Main Section

Some example body copy. Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum.

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout.

Subsection Number 1

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem ipsum is that it has more-or-less random distribution of letters, as opposed to using ‘Content here, content here,’ making it look like readable English. Many desktop publishing packages and web-page editors now use Lorem ipsum as their default model text, and a search for ‘Lorem ipsum’ will uncover many websites used as their primary content. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (ixed humour or the like).

Section in a Subsection

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from ‘De Finibus Bonorum et Malorum’ by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1945 translation by H. Rackham.

Another Section in a Subsection

The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from ‘De Finibus Bonorum et Malorum’ by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1945 translation by H. Rackham.

Subsection Number 2

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of ‘De Finibus Bonorum et Malorum’ (The Extremes of Good and Evil) by Cicero, written in 45 BC. ‘This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, “Lorem ipsum dolor sit amet,” comes from a line in section 1.10.32.'

Contact Form

Lorem ipsum is simply dummy text of the printing and typesetting industry.

First Name

Last Name

Food Address:
post@morercreative.com

Download

Social Icon Links

Facebook

Twitter

LinkedIn

HTML Display of a Webpage
Image Modules Setting
Default or Missing Alt Text

Image modules in a CMS (Content Management System) may prepopulate image alt text with the image file name.

Some CMSs do not prepopulate alt text, but also do not require it, enabling images to be published with no description.

Either way, this results in images not being properly described.

Overlays claim to have a solution.
AI & OCR Alt Text Examples

Descriptions generated with AI (Artificial Intelligence) and OCR (Optical Character Recognition) may lack important contextual details.

AI Description
‘Diverse group of coworkers working on laptops’

Human Description
‘Jen and JD from the Marketing Department sit with Kendra from Sales for their monthly SLA meeting.’
Web Design Benefits of Properly Managing Image Alt Descriptions

**Accessibility:** Properly described images ensure all users have access to images, regardless of the device used to explore digital content.
- Email Inboxes where images are not loaded
- Screen Reader or Text to Speech Tools
- Voice Devices (Alexa or Google Home)

**Discoverability:** Properly described images help search engines better understand the content of a page, increasing opportunities to rank for relevant searches.
- More Content & Context for Search Engines
- Image Result Ranking Opportunities

**Digital Media Assets That Require Alt Text**
- Webpages
- PDFs & Downloads
- Social Media Posts
- Emails
- Presentation Decks
- Video Captions
InclusionHub.com is a resource directory of accessibility service providers and original content designed to help people make better decisions concerning digital inclusion.

www.inclusionhub.com

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