

Industry: Marketing & Web Design

# Alt Descriptions & Image Accessibility









# **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 1900s, 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 essentally undenged. 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 bcreen pipum is that has a more-or-less normal distribution of letters, as opposed to using "Content here," making it look like readable English. Many desktop publishing packages and web page editors now use Loren pipum at their default model test, and a search for 'orien pipum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (micreted humour and 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 Finitbus Bonorum et Maliorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 19st cranslation by H. Backham.

#### **Another Section in a Subsection**

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## **Subsection Number 2**

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin Iterature from 45 EC, making It over 2000 years old. Richard McClincka, a Latin professor at Hampden-Syleny, 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 Iterature, discovered the undoubtable source. Lorem Ipsum comes from sections 10.23 and 10.33 of "de Finitions Bonorum et Maloum" (The Extremes of Good and Euly) by Citero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Benaissance. The first line of Lorem Ipsum, "Lorem Ipsum dolors' at amer.", comes from a line in section 10.32.



# Social Icon Links



```
<title>Sample Page Title</title>
<meta name="author" content="Jon Sasala">
<meta name="description" content="This is a sample page used for demonstration...">
<main role="main" id="main">=
    <h1>Sample Page Headline</h1>
    This webpage is used for demo purposes, to better...
   <h2>First Main Section</h2>
   Some example body copy. Lorem Ipsum is simply dummy text of the pr...
   <img src="https://www.moreycreative.com/image.jpg" alt="team-ga49509f39_1920" >
   <h3>Subsection Number 1</h3>
   It is a long established fact that a reader will be distracted by...
   <h4>Section in a Subsection</h4>
   The standard chunk of Lorem Ipsum used since the 1500s is reproduced...
    <h4>Another Section in a Subsection</h4>
    The standard chunk of Lorem Ipsum used since the 1500s is reproduced...
   <h3>Subsection Number 2</h3>
    Contrary to popular belief, Lorem Ipsum is not simply random text. It...
   <h2>Contact Form</h2>
   <span id="form">...</span>
   <h2>Social Icon Links</h2>
   <a href="link" target=" self"><i class="instagram" aria-label="Instagram"></i></a>
   <a href="link" target="_self"><i class="facebook" aria-label="Facebook"></i></a>
   <a href="link" target=" self"><i class="twitter" aria-label="Twitter"></i></a>
   <a href="link" target="_self"><i class="linkedin" aria-label="Linkedin"></i></a>
```

1 <!doctype html>



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# **Contact Form** Lorem Ipsum is simply dumm printing and typesetting indu First Name

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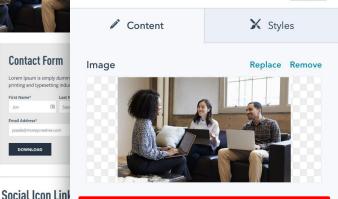
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# Image Modules Setting Default or Missing Alt Text



Some CMSs do not prepopulate alt text, but also do not require it, enabling images to be published

Image modules in a CMS

with the image file name.

with no description.

(Content Management System)

may prepopulate image alt text

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

Overlays claim to have a solution.

Alt text

**Image** 



Email Address



team-ga49509f39\_1920

Subsection Number 3

# AI & OCR Alt Text Examples

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





# Al 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

# Founding Partners



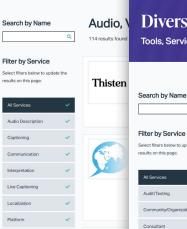






# Audio, Video & Language Resources

Tools, Services and Platforms



# **Diversity, Equity & Inclusion Resources**

Tools, Services and Platforms

InclusionHub

# **Diversity, Equity & Inclusion** 143 results found

Select filters below to update the results on this page.



#### Fingerprint for Success Category: Diversity, Equity & Inclusion

Services: Consultant, Platform, Service Provider Submit Feedback About Fingerprint for Success

Fingerprint for Success, an all-in-one coaching suite that is based on a 20-year study of some of the world's most successful entrepreneurs and business leaders. What separates F4S from the rest is its ability to identify a person's work motivation which car then be optimized to help unlock one's potential and achieve high productivity in the workplace. You and your readers will be really surprised to know that some of the world's top business leaders and professionals have F4S in their arsenal (and with the app, you get to benchmark your results with other top performers

Submit a Resource

View Fingerprint for Success Information



TECH DISABILITY PROJECT

# Chronically Capable

Category: Diversity, Equity & Inclusion Services: Employment, Service Provider

Submit Feedback About Chronically Capable

Chronically Capable partners with organizations to connect with chronically ill and disabled talent and create productive, inclusive workforces.

View Chronically Capable Information

### Browse by Category

Select a category below to change the results on this page

Digital Accessibility

#### Tech Disability Project Category: Diversity, Equity & Inclusion

Services: Community/Organization, Employment Submit Feedback About Tech Disability Project

Navigating a career with a disability shouldn't have to be an isolating experience. That's why tech professionals with disabilities + allies are coming together to find strength and safety in numbers. We're advancing disability inclusion by building community and increasing disability representation in the tech industry

the results on this page.

Widget/Control Panel

Browse by Category

Select a category below to change

Signing

Subtitles

Transcription

Translation