



Alt Text Quick Guide

Image type	Alt text approach
Informative	Describe the content and purpose. "Student studying in library with laptop"
Decorative	Mark as decorative or use alt="" (empty). Don't describe.
Functional (button/link)	Describe the action. "Search", "Submit form", "Go to homepage"
Chart/Graph	Summarize the data and trend. Provide data table nearby.
Complex (diagram)	Brief alt + link to full description or long description nearby.
Text in image	Include all visible text. Better: use real text instead.
Logo	"University of Arizona logo" or just "University of Arizona"

Tips:

- Be concise (usually under 125 characters)
- Don't start with "Image of..." or "Picture of..."
- Context matters—same image may need different alt text in different places