

Text associated with images



Note:

This article will be helpful if you are using HTML or XML.

- ✓ Always introduce an image with a complete introductory sentence. You don't need to introduce screenshots that immediately follow procedural text that describes a UI.
- Use an alt attribute to provide a text alternative for the image in context. Alt text is used by assistive technologies, such as screen readers, and might appear if the image cannot load. However, if the image is decorative (not informative) or it's provided only as a visual aid for information that is already expressed in text, then provide empty alternative text (alt="") so it will be ignored by assistive technologies. The presence of alt attributes helps support [navigability](#) in screen readers, [markup validation](#), and [search engine optimization](#).
- Consider the following when writing alt text:
 - Don't include phrases like Image of or Photo of.
 - Include punctuation. When screen readers encounter punctuation, they pause before continuing.
 - Use consistent alt text for repeated instances of an image, such as controls, status indicators, or icons that appear multiple times in your document.
 - When possible, avoid using all-caps in alt text. Some screen readers read capital letters as each letter individually.
 - Introduce diagrams in the text, not in the alt text.
 - Don't use figure captions to replace alt text.
 - Use full sentences.
 - Write short, descriptive alt text in 155 characters or less.
 - If the image presents more useful information than you can fit in the 155 character limit, include a brief summary of the image in the alt attribute and also include the longdesc attribute to link to a more extensive description of the image. The longdesc attribute value should be a link, not text.
 - Alt text should consider the context of the image, not just its content.
- Figure captions are concise and comprehensive summaries of a figure or image:
 - Use the form "Figure **NUMBER**.DESCRIPTION".
 - Use punctuation in figure captions.

- When you refer to a figure, don't use spatial descriptions such as "the image below." Instead, mention it by number. For example: "... as shown in figure 1." Don't capitalize the word **figure** in a reference to a figure, except at the start of a sentence.
- Don't include the figure caption in a sentence referencing the figure.
- A figure description is text that provides a more detailed explanation of information represented by a figure. Any new information should be conveyed through text, and not introduced in a figure or image.
- The figure description should not be confused with the longdesc attribute, which can be used to provide a more lengthy description of the content and context of an image than can be conveyed in the alt attribute's recommended 155 character limit:
 - Create a text that conveys the same information as the figure.
 - Use when a figure caption doesn't convey the purpose or complete information of the figure.
 - Use punctuation in figure descriptions.