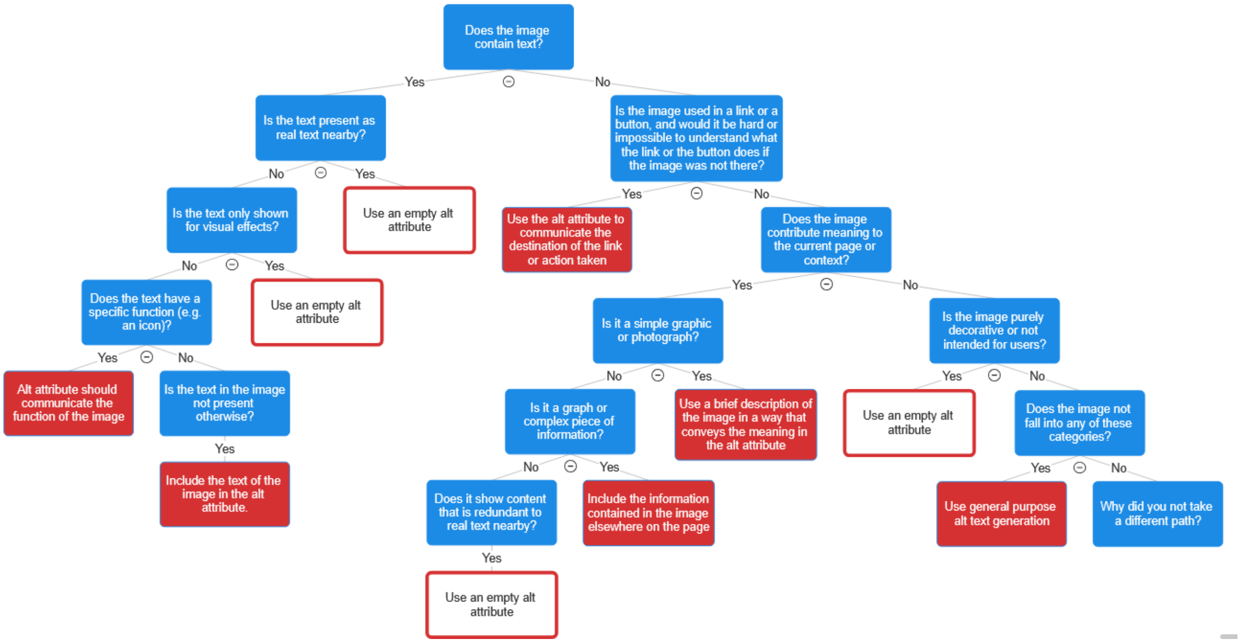
Alt text type flowchart


Does the image contain text?
Yes
No
Is the text present as real text nearby?
No
Yes
Use an empty alt attribute
Is the text only shown for visual effects?
No
Yes
Use an empty alt attribute
Does the text have a specific function (e.g. an icon)?
Yes
No
Alt attribute should communicate the function of the image
Is the text in the image not present otherwise?
Yes
Include the text of the image in the alt attribute.
Is the image used in a link or a button, and would it be hard or impossible to understand what the link or the button does if the image was not there?
Yes
No
Use the alt attribute to communicate the destination of the link or action taken
Does the image contribute meaning to the current page or context?
Yes
No
Is it a simple graphic or photograph?
No
Yes
Use a brief description of the image in a way that conveys the meaning in the alt attribute
Is it a graph or complex piece of information?
No
Yes
Include the information contained in the image elsewhere on the page
Does it show content that is redundant to real text nearby?
Yes
Use an empty alt attribute
Is the image purely decorative or not intended for users?
Yes
No
Use an empty alt attribute
Does the image not fall into any of these categories?
Yes
No
Use general purpose alt text generation
Why did you not take a different path?

- Based on the flow-chart from the Web Accessibility Initiative site (https://www.w3.org/WAI/tutorials/images/decision-tree/) and reworked for our specific purposes