

Rules

- Avoid using “picture of”
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- Using correct grammar can enhance the experience for screen reader users.
 - Capitalize the first letter
 - End whole sentences with a period
- Use 125 Characters or Less Many assistive technologies process text in 125-character chunks. Improve the experience of screen reader users by limiting your alternative text to 125 characters
- If an image is surrounded by a hyperlink, indicate this.
- alt tags need to convey the purpose of the image and not necessarily a word-for-word description. So do your best to give essential elements of description while conveying why the image is present.