

Checklist for Writing SEO-Friendly Alt Text

UNDERSTAND ALT TEXT PURPOSE

- Ensure you know that alt text improves accessibility and helps with SEO.

ACCESS IMAGE HTML

- Verify the alt text by right-clicking on an image and selecting “Inspect” to check the HTML tag.

DESCRIPTIVE CONTENT

- Write a clear and specific description of the image that conveys its content.
- Avoid vague descriptions; be detailed (e.g., “Iceland horses near a snowy pasture’s fencing” instead of “two horses”).

INCLUDE RELEVANT KEYWORDS

- Integrate relevant keywords naturally into the alt text without overstuffing.
- Use SEO tools (like Yoast) to check keyword density and relevance.

KEEP IT CONCISE

- Limit the alt text to under 125 characters for readability and efficiency.
- Aim for a balance between being descriptive and concise.

AVOID REDUNDANT PHRASES

- Omit phrases like “Image of” or “Picture of” since it is already an image.
- If applicable, describe the type of image (e.g., “chart,” “screenshot”).

UNIQUE DESCRIPTIONS

- Ensure the alt text provides unique information and does not merely repeat the image caption.
- Use captions and alt text together for a fuller understanding.

APPLY ALT TEXT TO ALL IMAGES

- Include alt text for all significant images in the content, including buttons or graphics
- Leave decorative images without meaningful context as “null” in the alt text.

REVIEW AND EDIT

- After writing, review the alt text to ensure it meets all the criteria above.
- Make edits for clarity, conciseness, and SEO optimization.