Adding Alternative Text to Images

LEANWI

Ensuring your website follows best practices in accessibility also positively affects search engine optimization, or how well your website performs in internet search results.
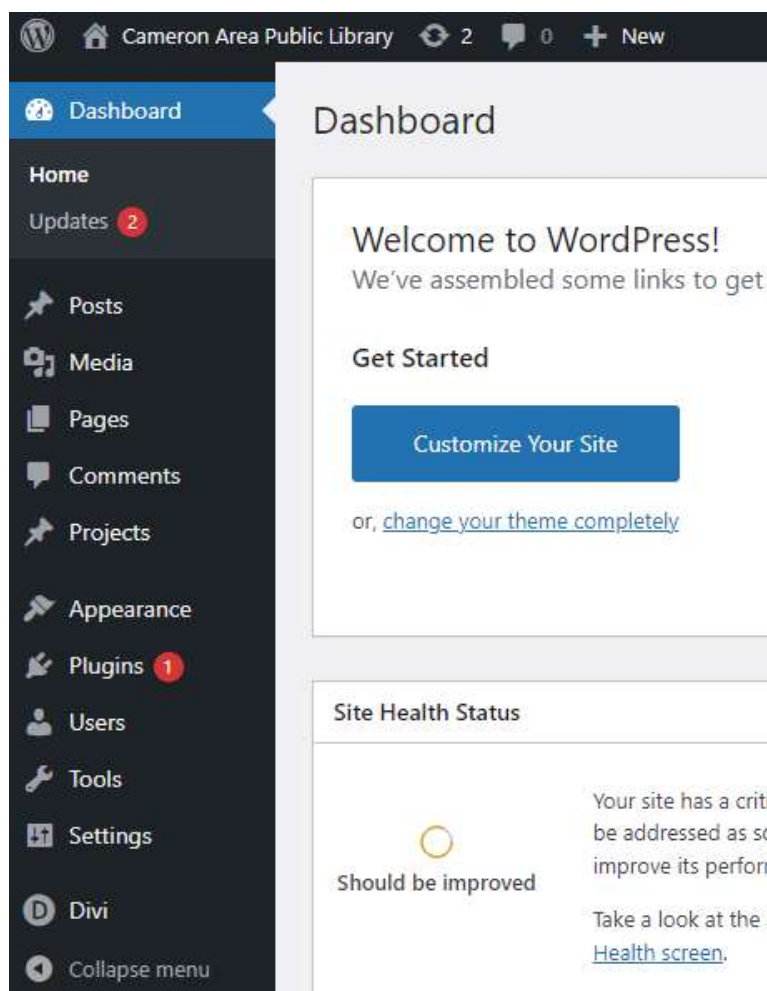
Alternative text for images *and* files: Include a description for all photos and files added to your webpages.

Why?

If a user is viewer accesses your site using assistive technologies, such as a screen reader, the contents of the alternative text field provide information about the picture. An internet browser cannot "read" information included in an image. If you create a promotional image for storytime with days and details, all of that information needs to also go into the alternative text field.

Here's How:

1. Log into your website
2. Find the "Dashboard" column on the left side and click on "Media"
3. Click on an image.

4. Find the "Alternative Text" field in the right column next to the image.
5. Include all information contained in the image. Leave this field empty if the image is purely decorative.
    a. In the example below, the Alternative Text field should read: "Gingerbread House Building at the Sunshine Library from Monday, December 27th through Friday, December 31st."
6. Divi/WordPress will automatically save your work, continue to next image.