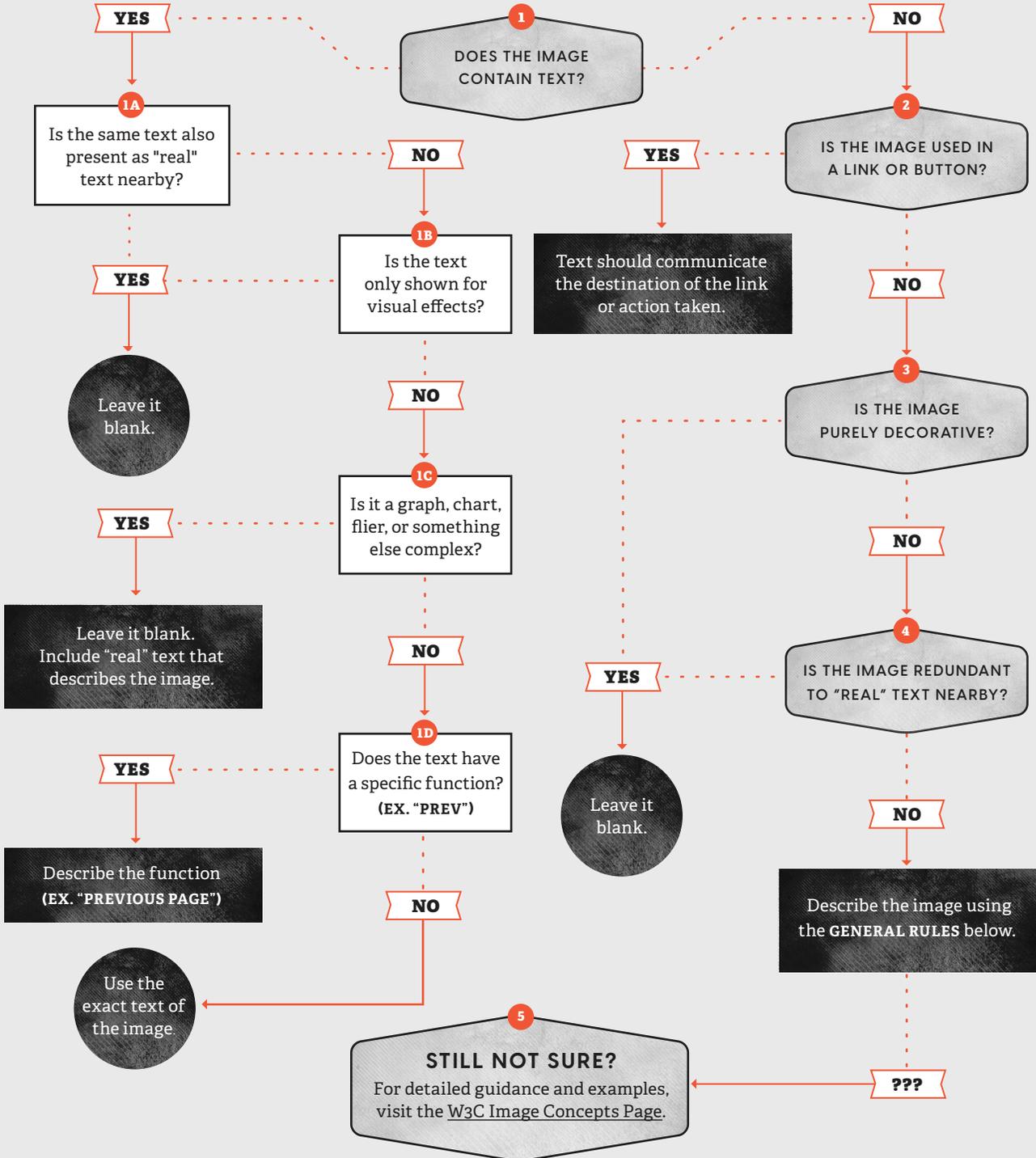


MAKING WEB PAGE <ALT TEXT>?
ASK YOURSELF...



GENERAL RULES

CRAFTED BY

MISSION

- Keep it short and sweet: Max 125 characters
- Consider the context in which the image is used.
- Avoid saying "image of" or "photo of", unless medium is important.
- For Developers: All `` tags must have `alt=""` attributes

KEYWORDS

ALT TEXT: Alternative text is a text substitute for an image on a web page. It helps screen reader users and search engines to interpret the image.

"REAL" TEXT: "Real" text means visible text on the page that is not part of an image.