

Google Sites: Alternative Text on Photos

Audience:

Faculty, Staff, and students

What is this script for?

Show faculty, staff, and students how to add alternative text to Photos on Google Sites.

Script

Hello everyone. My name is Tyler Kron-Piatek from COLI at Canisius. In this tutorial, we will go over Alternative Text, also known as Alt Text, in Google Sites. I will also share some tips on using alt-text.

Alt-Text is nearly always associated with imagery on a web page. It is used to describe the image to users. This is especially useful if the image is not showing up and for users with screenreaders. In this tutorial, we will start off by uploading an image. However, the same steps can be used to add alt-text to an image already on Google Sites.

To get started, go to your Google Site. Click on the images icon in the upper right corner. Click on upload. Then navigate to the image that you want to upload.

When your image has finished uploading, click on the three vertical dots in the options pop-up. Note: For images already on sites, you may have to click on the image more than once for the dots to show up.

In the menu that appears, click on Alt Text. Type in your alt-text.

Alt-text should be full sentences, but also be short and descriptive. If you find that a concise sentence is not forthcoming or easy, then you may want to use a caption. You may follow the previous steps to add a caption to the image. Or you can do what many text books do: refer to the image, which they have also titled and captioned, and explain what the image represents. In that case, however, you may want to re-consider if you need the image at all.

When you are done with your Alt-Text, click on Publish. Follow the steps on-screen to publish or update the Google Site. In some browsers, hovering over the image will let you see the alt-text of the image.

I will quickly add another image to my site, but without alt-text. Then add a third image with alt-text but “break” the link. Finally, I will also add some regular text.

Let's see how a screenreader will handle this.

As you can see, despite the screenreader recognizing an image was there, it could not give me any information on it. This can be very problematic if the image is more than just decorative.

That's it for this video. If you have any questions, please contact us at helpdesk@canisius.edu.

Thanks for watching and have a great day.