

Alt Text Decision Tree

Step 1

Is this image essential for understanding the content?

If no,

Set alt text to empty: alt="" or alt="null"

Examples

Background patterns, social media icons, purely decorative dividers, generic stock photos used as visual breaks.

If Yes,

Proceed to Step 2

Step 2

Would someone search for this image | visually, or is the image itself a key search result in your industry?

If no,

Focus only on accurate, descriptive alt text for accessibility. DO NOT stuff with keywords.

Example Industries

Legal Services, Accounting, General Medical Practices, B2B SaaS, Technical Blogging (illustrative diagrams)

If yes,

Write descriptive alt text that accurately explains the image AND naturally integrates relevant keywords.

Example Industries

Food & Recipes, Fashion, Travel, Product E-commerce, Art Portfolios.