

ALT TITLES - CHEAT SHEET

Descriptive alt tags are essential for making web content accessible, improving SEO, ensuring content comprehension, enhancing user experience, and adhering to web standards. They are a simple yet powerful tool for creating an inclusive and effective online presence.

1. **Accessibility:**

Alt tags provide essential information to visually impaired users who rely on screen readers to navigate the web. By accurately describing the content of images, alt tags ensure that all users, regardless of their visual abilities, can fully understand and engage with the content.

2. **SEO Benefits:**

Search engines like Google use alt tags to better understand the content of a webpage. Well-written alt tags can improve the visibility of a site in search engine results, driving more organic traffic. They serve as another opportunity to include relevant keywords, helping to improve search engine rankings.

3. **Content Comprehension:**

For users with slow internet connections or those who have disabled image loading, alt tags provide a textual alternative to images. This ensures that users can still comprehend the content even if the images do not load.

4. **Enhanced User Experience:**

Descriptive alt tags contribute to a more comprehensive and engaging user experience. They provide context and additional information that can enrich the user's understanding of the webpage content.

5. **Compliance with Web Standards:**

Including alt tags is a best practice in web development and helps ensure compliance with web standards and guidelines, such as the Web Content Accessibility Guidelines (WCAG).

Alt Tags - Make sure to name your image as well as complete onsite SEO alt tags (this can vary depending on your template or framework).

- **Weak Alt Tag:** The Covert Code Book
- **Medium Alt Tag:** The cover of the book "The Covert Code: Mastering the Art of Digital Marketing" by Anna Covert.
- **Best Alt Tag:** The cover of the book "The Covert Code: Mastering the Art of Digital Marketing" by Anna Covert. The design features a white background with a pattern of binary code (1s and 0s) in gray and red. The title and author's name are prominently displayed in bold black and white text. The bottom of the cover includes the tagline "Mastering the Art of Digital Marketing" in multicolored text, and the publisher's name, "Forbes Books," is noted in black at the bottom right corner.

Always Double Check Your Work! Templates can vary and you want to make sure your hard work pays off. The best way to guarantee Alt works to your full advantage, place the description into the image title and alt tag section in the media library. This makes sure every place you use that same image will contain the Alt. If you put it on the page vs. the image, then if you use the image again on another page it will default back to the image title from the media library unless overwritten at the page level again.

ATTACHMENT DETAILS



Book.png

May 8, 2024

986 KB

924 by 1087 pixels



[Edit Image](#)

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Alt Text

The cover of the book "The Covert Code: Mastering the Art of Digital Marketing" by Anna Covert. The design features a white background with a pattern of binary code (1s and 0s) in gray and red. The title and author's name are prominently displayed in bold black and white text. The bottom of the cover includes the tagline "Mastering the Art of Digital Marketing" in multicolored text, and the publisher's name, "Forbes Books," is noted in black at the bottom right corner.

THE COVERT CODE

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MASTERING THE ART OF DIGITAL MARKETING


Business owners know they need online advertising but fail to learn, practice, or apply the rules of digital media. The Covert Code by Anna Covert, unlocks the secrets of digital media, explaining the strategies she's developed that consistently deliver success.

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Anna's Tip: If you are using a stock image they usually already contain an alt description, some are better than others but it's a great starting point. Example below. Need inspiration for your own imagery? ChatPGT can help. Upload the image and ask for "a descriptive alt tag" and then review for accuracy.

- **Stock Image Description:**


Dachshund dog in the backyard. Dog outdoors in sunny summer weather.

- **ChatGPT Description:**

Adorable brown dachshund with a sleek coat stands on a table, showcasing its long body and short legs, set against a backdrop of lush greenery.


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Dachshund dog on the backyard. Dog outdoor in sunny summer weather.

All Items / Photos

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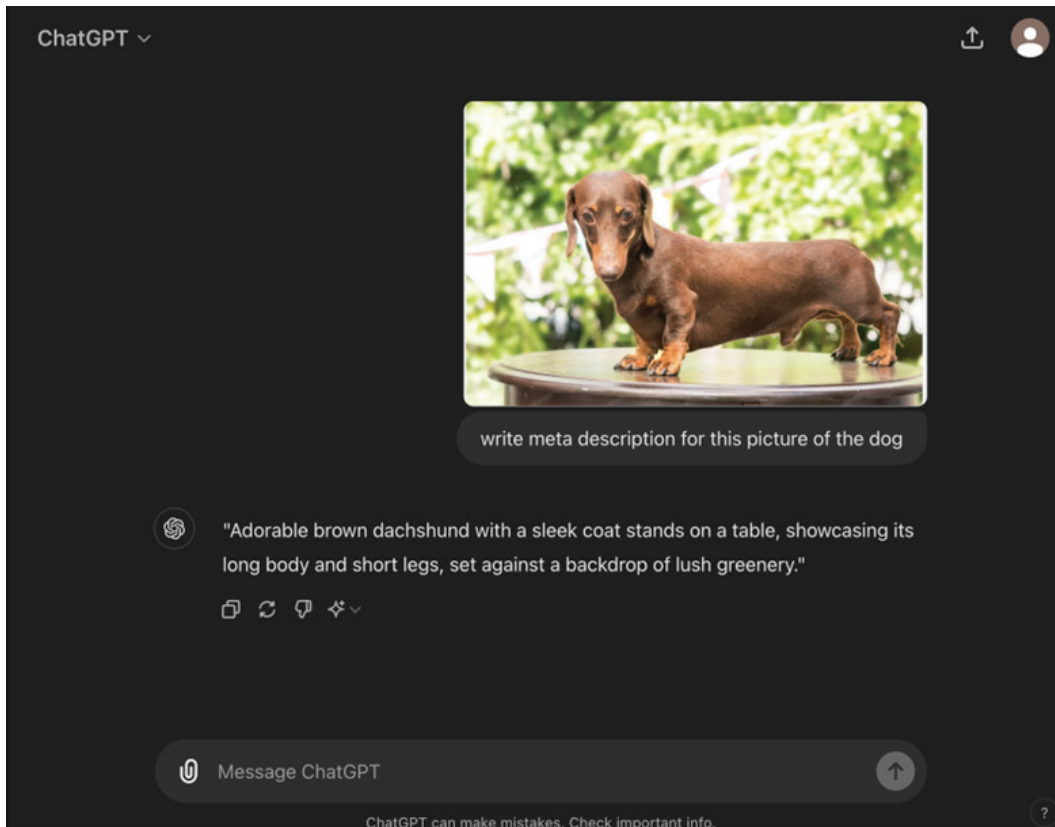
Orientation
Landscape

Dimensions
4000(w) x 2667(h) px

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[Further Information](#)

By Olga_Ovcharenko
This stock photo is 4000px by 2667px. Ideal for any project that requires Countryside, Family, Cute.

Dachshund dog on the backyard. Dog outdoor in sunny summer weather.



Want to see it in action? Visit my website and hover over any image. You will see the Alt Tag description. This is the same information that search engines and accessibility programs see!

Watch The Video by logging into TheCovertCode.com resource section.