

Write alt text in plain words

Describe each photo in one short sentence so people who can't see it, or whose photo is slow to load, still understand the page.

Alt text is a short description of a photo. It does two jobs. A person who can't see the photo hears it read aloud by their phone. And when a photo doesn't load, the description shows in its place. Write it for them.

How to write it

Say what a person would see, in one short sentence.

- Name the main thing: "A tray of guava and cheese pastelitos on the counter".
- Add one detail that matters: "...beside a stack of paper cups".
- Skip "image of" and "picture of". People already know it's a photo.
- Keep it under about 15 words.
- Use real words, not a list of search terms. "Cuban coffee miami best coffee near me" helps nobody.
- If the photo has words in it, like a sign, include them.

Examples

Photo	Alt text
A haircut	A barber fading the side of a customer's hair
A truck	Our white service van parked in front of a Coral Gables home
A storefront	The blue front door and window of the shop on a sunny morning
A portrait	Maria Lopez, owner, smiling behind the counter
A decorative line or pattern	Leave it empty

When to leave it empty

If a picture is only decoration, such as a divider line or a background pattern, leave the description empty. Then screen readers skip it. Everything else gets a sentence.

Where to add it

In your site editor, click the photo and look for a field called **Alt text**, **Description** or **Image description**. It's usually in the photo's settings panel. Your editor may word it differently.

Why it matters

Alt text helps people who use screen readers, and it keeps the page understandable when a photo is slow to load. Writing it carefully is part of building a site more people can use.

Need a hand?

When you send us photos, add a line about what each one shows, and we'll write the alt text. For existing photos, email hello@zossoz.com with the page and we'll check them. It counts as one of your small changes for the month.

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