

Write photo descriptions (alt text) with AI

Let the AI assistant suggest a description for a photo, then correct it so it says what's really in the picture.

A photo description, called alt text, tells people who can't see the picture what it shows. The AI assistant can suggest one in a click. You still read it and fix it. For what makes a good description, see [Write alt text in plain words](#).

Steps

1. Log in to your site editor and open the page.
2. Open the photo's content settings. Right-click the photo and choose **Edit Content**, or use the menu that appears when you click it.
3. Click the sparkle icon next to the **Alt text** field. The icon is grayed out until a photo is chosen.
4. Read the suggestion. Does it say what's really in the photo?
5. Correct it. Add the detail the AI can't know, such as the name of the dish, the stylist or the street.
6. Repeat for each photo in a gallery.
7. Publish. If you don't see a **Publish** button, tell us and we'll publish it for you.

See every photo's description at once

In the same content settings, click **All Alt Text** to view and manage the descriptions for every photo on your site.

Tips

- Keep it to one short sentence that matches the photo.
- The assistant writes in the language of the page you're on.
- Name the real thing: "Grilled snapper with plantains at our Kendall dining room" says more than "food on a plate".
- If a photo keeps showing as missing a description after you refresh, it may sit inside a custom block. Send us the page and we'll take a look.

DON'T SEE THIS?

It may be turned off for your site. Ask us and we'll take care of it.

Need a hand?

Email hello@zossoz.com with your business name and the page, and we'll write the photo descriptions for you. We reply within one business day. It counts as one of your small changes for the month. See [Request a change](#).

Related guides: [Write alt text in plain words](#) · [How the editor's AI tools work](#) · [Add or replace a photo](#) · [Add a photo gallery](#) · [Run a site check and fix what it finds](#)

More guides: [the Zossoz Help Center](#) · [Questions? Email \[hello@zossoz.com\]\(mailto:hello@zossoz.com\)](#)