

# Adding Alt Text to an Image

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## Overview of Alt Text

Keep in mind the following points. Credit for the following list goes to <https://webaim.org/techniques/alttext/>.

- Adding alternative text to images is one of the easiest accessibility principles to learn and one of the hardest to master.
- Alternative text may be provided in the `alt` attribute or in the surrounding context of the image.
- Every image must have an `alt` attribute.
- Alternative text *should*:
  - present the **CONTENT** and **FUNCTION** of the image.
  - be succinct.
- Alternative text *should not*:
  - be redundant (be the same as adjacent or body text).
  - use the phrases "image of..." or "graphic of...".
- Appropriate alternative text depends heavily on the image's context.
- Alt text of a functional image (for example, an image within a link) should describe the function as well as the content.
- Decorative images still need an `alt` attribute, but it should be null (`alt=""`).

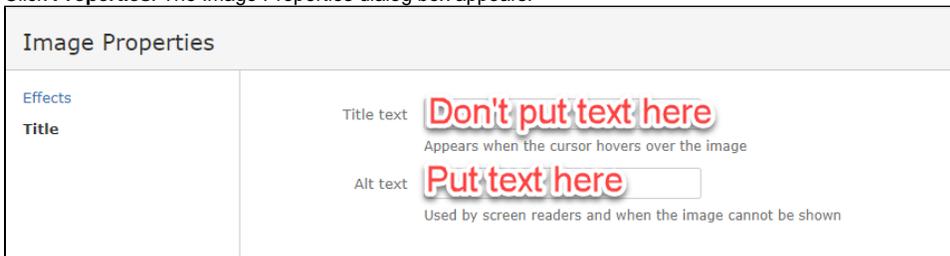
## Adding Alt Text in the Insert Image Dialog Box

Confluence supports adding alternative text in the Image Properties dialog box.

1. In the page you want to change, click **Edit**.
2. Select the image. The image properties panel appears.



3. Click **Properties**. The Image Properties dialog box appears.



4. In the **Alt text** field, enter alt text. Until [CONFSERVER-34728](#) has been fixed, avoid using the following special characters in alt text:
  - forward slash (/)
  - colon (:)
  - question mark (?)
  - double quote (")
  - semi colon (;)

Do not add text in the Title text field.

## Adding Alt Text in the Source Editor

To enter alt text in the Source Editor (XHTML), enter the `ac:alt` attribute in the `ac:image` element as follows.

```
<ac:image ac:alt="caDSR logo">
```

### Special characters

Until [CONFSERVER-34728](#) has been fixed, avoid using the following special characters in alt text:

- forward slash (/)
- colon (:)
- question mark (?)
- double quote (")
- semi colon (;)

An image inserted this way has alt text, which is evident to the user of a screen reader for the following image.



## Checking Alt Text

To view the alt text, you can display the image properties in your browser. To view alt text inline with the images, consider using a checker such as the WAVE Web Accessibility Evaluation Tool, available at the following site:

<https://wave.webaim.org/> 