

START HERE

is this image used as  
a link?

yes

use the purpose of the  
link as the alt text

no

is the image a logo?

yes

use the name the logo  
represents as the alt text

no

does the image  
convey information?

yes

use that information  
as the alt text

no

describe what the  
image looks like and  
use that as the alt text

if the image has a purpose  
that is not described here or  
you have further questions,  
contact IT and let's talk  
about it