

# Guide to Image Alt Texts

## What is an Image Alt text?

Alt texts are used within an HTML code to describe the appearance and function of an image on a page.

## Why to use Image Alt text?

- Visually impaired users using screen readers will read an alt attribute to better understand an on-page image.
- It is required for ADA website compliance
- Alt tags will be displayed in place of an image if an image file cannot be loaded.
- Alt tags provide better image context/descriptions to search engine crawlers, helping them to index an image properly.

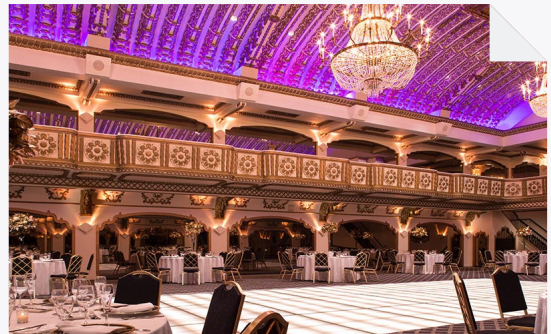
Below you will find several examples of alt text types you should use for images.

The text should be **descriptive** and should **include the hotel property name** in most cases.



Bad Alt Text: Room

Good Alt text: Deluxe Room with mountain views at The McCormick Scottsdale hotel



Bad Alt Text: Venue

Good Alt Text: Crystal Ballroom at Millennium Knickerbocker Chicago hotel



Bad Alt Text: Food

Good Alt Text: Afternoon tea at Millennium Knickerbocker Chicago hotel



Bad Alt Text: Culture Vulture

Good Alt Text: Crowd of people applauding