

# Alt Text Optimization Checklist

HOLISTICSEO.NET

## Pre-Implementation Checklist

**Audit:** Audit existing images for missing alt text.

**Identify:** Identify decorative vs. informational images.

**Review:** Review current image naming conventions.

**Optimize:** Check image compression and loading settings.

**Tools:** Set up accessibility testing tools.

Pro Tip: Conduct a quick site audit using Google's Lighthouse tool to identify images missing alt text before starting your optimization process.

## Content Analysis

**Purpose:** Ensure the image serves a clear purpose on the page.

**Relevance:** Confirm the image is relevant to surrounding content.

**File Name:** Use descriptive and SEO-friendly file names.

**Quality:** Check that image quality meets standards.

**Size:** Ensure the image size is optimized for fast loading.

## Alt Text Writing Guidelines

**Length:** Keep alt text under 125 characters.

**Accuracy:** Describe the image accurately and completely.

**Context:** Ensure the description is relevant to the page content.

**Keywords:** Include target keywords naturally, if applicable.

**Avoid Redundancy:** Skip phrases like "image of" or "picture of."

**Readability:** Use natural, readable language.

**Value:** Provide value to screen reader users.

Pro Tip: Think of alt text as describing the image to someone over the phone - what details would they need to understand its purpose and context?

## Technical Implementation

**Attributes:** Ensure the alt attribute is properly formatted.

**No Errors:** Check for syntax errors in the code.

**Escaping:** Use proper HTML escaping where necessary.

**Lazy Loading:** Implement lazy loading for images.

**Responsive:** Ensure responsive image code is working.

## | Platform-Specific Checks

**WordPress:** Complete media library alt text fields, verify plugin compatibility, and check theme image handling.

**Other CMS:** Use platform-specific image fields and verify template handling.

## | SEO Optimization

**Integration:** Keywords integrated naturally.

**Context:** Alt text matches the page topic.

**Description:** Descriptive without keyword stuffing.

**Strategy:** Supports overall SEO strategy.

Pro Tip: Use your primary keyword in alt text only when it naturally describes the image content - forced keyword inclusion can harm both SEO and accessibility.

## | Accessibility Compliance

**WCAG:** Meets WCAG 2.1 guidelines.

**Screen Readers:** Tested for screen reader compatibility.

**Decorative Images:** Mark decorative images correctly.

**Extended Descriptions:** Provide detailed explanations for complex visuals.

**Contrast:** Ensure sufficient color contrast.

## | Quality Control

**Spelling:** Spell check completed.

**Grammar:** Grammar verified.

**Duplicates:** No duplicate alt text.

**Context:** Alt text contextually appropriate.

**Consistency:** Matches brand voice.

## | Regular Maintenance Schedule

**Audits:** Conduct monthly alt text audits.

**Broken Images:** Check for broken images.

**Updates:** Update outdated descriptions.

**Metrics:** Review performance metrics.

**Testing:** Test for accessibility compliance.

## Performance Metrics to Track

**Traffic:** Monitor image search traffic.

**Scores:** Track accessibility scores.

**Engagement:** Measure user engagement rates.

**Impact:** Assess conversion impact.

**Rankings:** Review search rankings.

## Common Issues to Watch

**Missing Alt:** Missing alt attributes.

**Keyword Stuffing:** Overuse of keywords in alt text.

**Generic Descriptions:** Using vague or generic descriptions.

**Errors:** Technical errors in alt attributes.

**Inconsistency:** Inconsistent implementation across pages.