

Scribely

Hello! We're *Scribely*

A content accessibility solutions company
on a mission to describe visual content, one
image and video at a time.

Scribely's writers are a group of humans
writing for humans, trying to make the web
a more inclusive space.





Global Disability Statistics

World Health Organization (2010)

2.2B Near or Distance Vision Impairment (28%)

285M Blind or Low Vision (3.7%)

39M Legally Blind (<1%)

Return on Disability (2020)

1.9B People with Disabilities Global Population (24%)

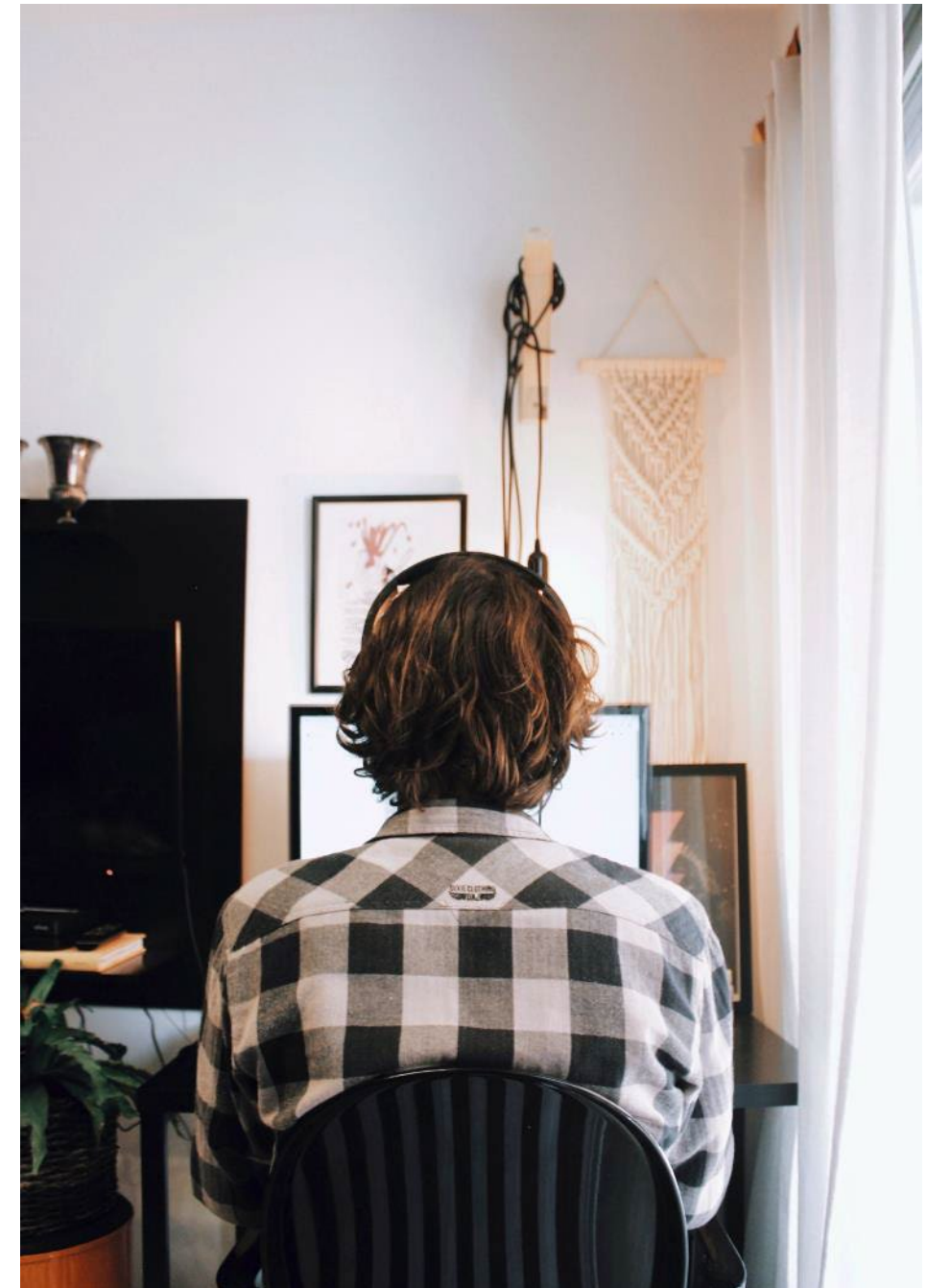
3.4B Friends & Family Global Population (44%)

\$13T Disposable Income for PWD + Family Friends

What are Screen Readers?

ASSISTIVE TECHNOLOGY (AT)

Screen readers help users navigate web-based products and systems using text-to-speech. This helps people with sensory, cognitive, and motor impairments and is critical for independence and privacy.





What is Alt Text?

A brief textual description of the purpose and meaning of an image that exists within the HTML `<alt>` attribute used by assistive technology.

Is it Required?

Web Content Accessibility Guidelines (WCAG)

Americans with Disabilities Act (ADA)

UK Equality Act of 2010

European Accessibility Act (EAA)

METADATA

Framework

Organization

Efficiency

Search

Discovery



ALT TEXT

Required

Accessibility

Descriptive

Contextual

Screen Readers



Business Benefits

Better Content Experiences

Improves Image SEO / Indexing

Attracts New Customers

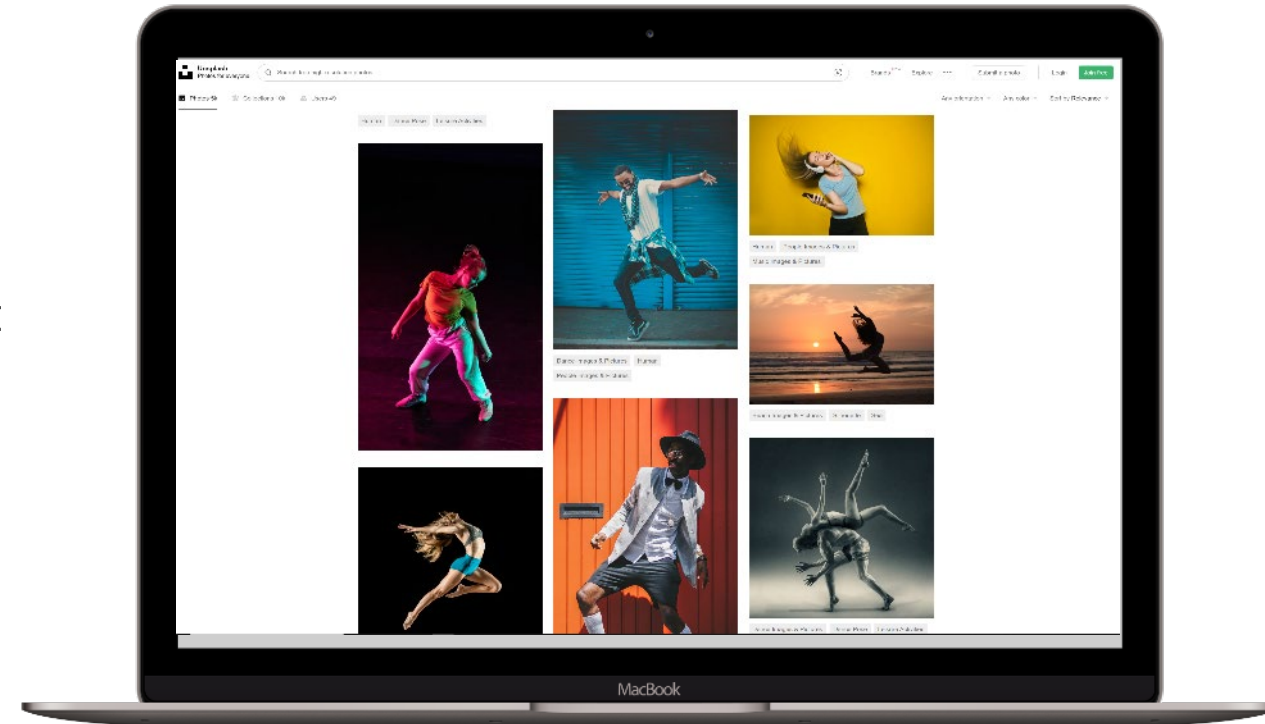
Builds Brand Loyalty

Reduces Legal Exposure

How Does This Apply to Digital Media?

QUALITY ALT TEXT IS A MUST

Look at each visual in your archive as an opportunity to connect with your users. Alt text captures and catalogues the nuance, detail and beauty of each image.





Top 5 Alt Text Tips

Start with the primary focus of the image

Describe all the relevant details

Average 125 and keep it under 250

Naturally incorporate keywords

Can you visualize the same image?

AI Alt Text Example



Alt Text: Rear view of man wearing headphones seated at a desktop computer.

AI: A person with a ponytail.



Alt Text: Aerial view of a workstation with laptop, flowers, coffee, and a candle.

AI: A table with food and a clock.



Alt Text: Front view of a vintage pay phone with rotary dial mounted on a sage green wall.

AI: A picture containing a building.

Instagram: @ScribelyTribe



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