

Alt text is one of those small website details that's easy to overlook.

It sits quietly behind the scenes. Most people never see it.

But it makes a real difference.

Inside this guide, you'll find 20 real examples showing how to turn vague image descriptions into useful ones - the kind that support accessibility and SEO without overthinking it.

✗ Instead of...	✓ Try...
Cushion	Pink linen cushion cover with green trim on grey sofa
Zoom call	Fred on zoom support call with client on desktop computer
Team	[Company name] founders standing together in a modern office
Office	Home office with a laptop, notebook and coffee cup
Keyboard	Close up of hands typing on laptop keyboard
Graph	Bar chart showing steady instagram traffic growth over six months
Studio	Yoga studio with green plants and timber floor
Lampshade	Pink and green African print lampshade on white table
Workshop	10 clients sitting around table at instagram workshop
Penny [or any other name]	Penny Badowska, designer at Flat White Websites, at her desk
Consultation	Interior designer discussing fabric samples with a client
Laptop	Open laptop displaying a WordPress dashboard
Bouquet	Close up of wedding bouquet with white roses and pink peonies
Coffee	Flat white in a white ceramic cup on a wooden café table
Social media post	Instagram post graphic with headline text about website accessibility
Brand shoot	Brand photographer adjusting lighting in studio shoot
Working on laptop	Social media manager scheduling posts on a laptop with calender
Client session	Personal coach [or name] taking notes during a session with client
Networking event	Audience in light-filled studio during a small business networking event
Logo	Black and white logo reading 'Flat White Websites'