Add alt text to images

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Many AI tools will try to save tokens by not processing images and instead will rely on the alternative text for the image, so it's best to follow accessibility best practices to add alt text describing what the image contains.

Refer to Add alternative text to images for more detailed instructions on adding alt text to images in the article editor. If you reuse images from your **Files** in multiple articles, you can also add a file description to the image in **Files**, which will be automatically added as alt text whenever you insert the image to new articles moving forward. Refer to Add a file description for alt text for more detailed instructions on adding file descriptions in this way.

Tips for writing good alternative text

Refer to our Image best practices page for a far more detailed set of guidelines and suggestions on writing good alternative text.

RAG benefit of image alt text

Alternative text is included in chunks of content even when the image itself isn't, and that text is then searchable just like the rest of your text. This guarantees that meaningful context from the image isn't lost or invisible to RAG-based tools.

Accessibility tree benefit of image alt text

Alternative text is explicitly displayed in the accessibility tree instead of the image. Tools that use the accessibility tree only have no awareness of images unless you provide text like alt text to describe what's in them, so you're ensuring that meaningful context from the image isn't lost in the accessibility tree.

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