

Setting and Updating the Image Alt Attribute in the Content Editor

Authoring Content

In case you would like to more your help center content more accessible and more SEO-friendly, you can leverage the option to adjust the alt attribute of your images easily. Here's how you can utilize this feature to improve accessibility and SEO performance of your help center.

What is the Alt Attribute?

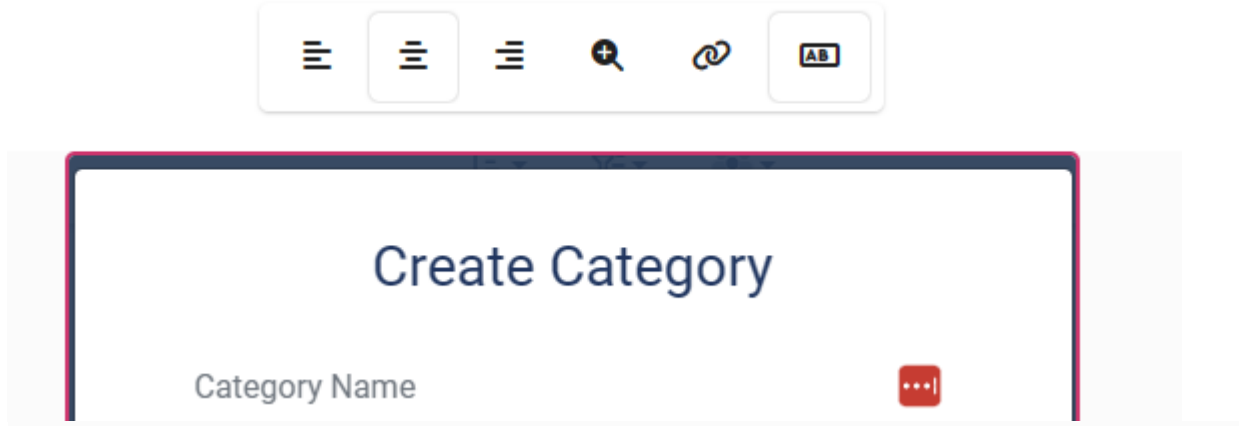
The alt attribute, also known as "alt text" or "alt description," provides a textual alternative to an image on a web page. It is essential for several reasons:

- **Accessibility:** Helps screen-reading tools describe images to visually impaired readers.
- **SEO:** Assists search engines in understanding what an image is about, improving your content's relevance in search results.
- **Fallback:** Displays alternative text in case the image fails to load.

How to Set and Update the Alt Attribute

1. **Accessing the Alt Attribute Option:**

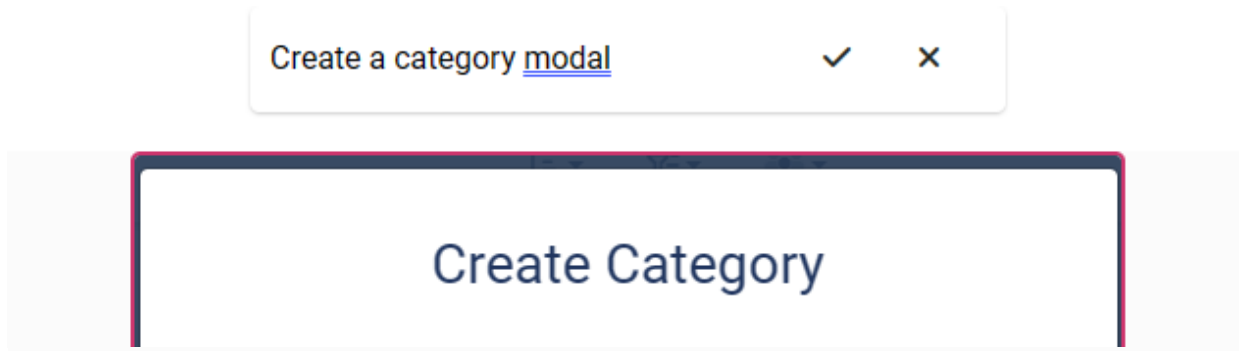
- Within the [HelpCenter.io](#) content editor, click on any image you've added to your content to bring up the image's toolbar.



- Locate and click on the last option in the toolbar (the input icon with AB text). This action opens the alt property of the image allowing you to adjust it.

2. Adjusting the Alt Attribute:

- After clicking the option mentioned above, the toolbar will display a text input with two buttons (confirm and cancel), prompting you to enter or update the alt text for the selected image:



- Type in a concise and descriptive alt text that accurately reflects the content or purpose of the image.

- Confirm your changes. The alt text is now set or updated for the image, making it more accessible and SEO-friendly.

AI-Powered Alt Descriptions (Catalyst Subscription Plan)

For users subscribed to the Catalyst plan, [HelpCenter.io](#) offers an advanced AI feature that automatically generates alt descriptions for images. This functionality is ideal for those who prefer not to manually write alt texts for each image. The AI-generated descriptions ensure that your images are still accessible and SEO-friendly, even without manual input.

Benefits:

- **Time-saving:** Automatically generates alt texts, saving you the time and effort of manually writing them.
- **Consistency and Accuracy:** Uses AI to create relevant and accurate descriptions, enhancing the user experience and SEO performance.
- **Ease of Use:** Simplifies the process of making your help center content more accessible and search engine friendly.

Conclusion

By leveraging the new alt attribute adjustment feature in the [HelpCenter.io](#) content editor, you can significantly improve the accessibility and search engine optimization of your help center content. For those on the Catalyst plan, the AI-powered alt descriptions offer an even more streamlined and efficient way to achieve SEO-friendly content. Make sure to take advantage of these features to enhance the visibility and usability of your help center.