



# ThinkReservations



Last week we sent out an email announcement to share the latest updates to ThinkReservations, bringing us in conformance with accessibility guidelines. Today, we'd like to share a little more information to ensure you're using **alt text** effectively!

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## *What is alt text and why should I use it?*

Alt text (alternative text), also known as "alt attributes", "alt descriptions", and "alt tags", are used to describe the appearance and function of an image on a page. This text is used by screen readers, which are software applications that enable people who are visually impaired, blind, or otherwise unable to read text on their own to have a comparable experience to those people with normal eyesight.

## *Can you share an example of effective alt text?*

Yes! It's important that your alt text allows your potential guests using screen

readers to receive the same experience as those that can see the images. Think of alt text as a way to describe the details - not just a broad overview. If you can close your eyes, have someone read the alt text to you, and imagine a reasonably accurate version of the image, you're on the right track! Some quick tips:

1. Keep your alt text relatively short. Most popular screen readers cut off alt text at around 125 characters.
2. Alt text can be used to add keywords, but your first priority should be describing and providing context to the image. Don't use alt text as a way to simply add a list of keywords.
3. Don't include "image of" or "picture of" in your alt text. This is already assumed.

Let's look at some alt text examples for this image of something we can all relate to - **PANCAKES!**



#### **Example 1: "Pancakes"**

*Sure, this is an image of pancakes, but there is so much more going on here. This is a poor use of alt text.*

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**Example 2: "Stack of pancakes on a white plate covered with maple syrup, blueberries, and sliced strawberries."**

*If you were to read this text without an image you would likely picture something similar to the photo shown here. We're also under the 125-character limit, so we don't need to worry that our description will be cut off. This is a much better use of alt text!*

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### ***How do I add alt text to my images in ThinkReservations?***

There are four places within your Think**Reservations** account where you likely have images visible in the booking engine. You can now add alt text to these images to ensure screen readers can share the details with your potential guests. These images include your main business image, your room photos, your item photos, and your package photos. Below are the steps for accessing the settings for each:

1. Go to **Settings > Booking Engine**. Add alt text for your business image and click Save.
2. Go to **Settings > Rooms**. Click into your first room and scroll to the bottom of the page. Add alt text for each room image and click Save. Repeat for each room.

3. Go to **Settings > Items**. For each item that is upsellable through the booking engine, click on the Photo link to the right. Add alt text and click Save.

4. Go to **Settings > Packages**. For each package that is upsellable through the booking engine, click on the Photo link to the right. Add alt text and click Save.

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***We look forward to helping you discover new ways to grow your business!***