

# Best Practice for Content Entry

## Alternative text for images

Alt text is important; it describes images to visually impaired readers and allows search engines to better crawl and rank your website. Basic alt text may be automatically generated for you when you upload an image, but you'll almost certainly want to manually create a better one instead.

Alt text that accurately describes an image ensures that everyone can benefit from your content, especially those with visual impairments using screen readers, and makes sure that you're complying with WCAG 2.2 Accessibility Guidelines.

Guidance for alt text is available at <https://www.w3.org/WAI/tutorials/images/decision-tree/>.

## Avoid using text in images

Avoid imagery containing text wherever possible. Visually impaired visitors to your site won't be able to view this, and while adding the same text as alt text helps with this, it can lead to long and unwieldy alt text.

Text in images may also become illegible at smaller screen resolutions, or pixellated on larger screens.

## "Click here" and out-of-context links

Links that simply contain the text "click here" (or similar) are bad for accessibility and usability purposes. They may lead to multiple links on the page using the same "click here" text, and don't make sense when the link is seen out of context.

Visitors using screen readers may choose to cycle directly through all the links on a page. Without the surrounding content, which they can't skim read, a "click here" link doesn't give any information about where the link may go.

## Heading structure

Heading levels have meaning, especially for search engines and visitors using screen readers. They should represent the page content similar to the index of a book, and are hierarchical; give the most important sections a 'heading 2', then use 'heading 3' or even 'heading 4' to further divide content in a section.

Skipping heading levels can be confusing and should be avoided where possible. Make sure that a 'heading 2' is not followed directly by a 'heading 4', for example. However, it's fine to skip levels when closing sub-sections; a 'heading 2' beginning a new section can follow a 'heading 4' as it closes the previous section.

More examples are available at <https://www.w3.org/WAI/tutorials/page-structure/headings/>.

## Copy-and-pasting formatting

If you copy content straight from Word (or similar), it's likely to carry with it hidden formatting from the source document; fonts, text colours, spacing etc. When left in place, it can lead to inconsistencies in your content and layout.

To avoid this, use options to remove or tidy formatting in pasted content if available. Alternatively, copy-and-paste content via a program such as Notepad that will remove any existing formatting.

## Consistency of content length (especially in listings)

This should be considered when writing summary text that will appear in listings or search results on your website. It's easy to think of each page in isolation, but when appearing in listings (especially in a grid layout) it can look strange if there's too much variation in the length of the summary text provided. Aim to be consistent from one page to the next.

## Review on mobile

It's easy to concentrate on getting your content and images pixel-perfect on your computer but, with over 60% of website traffic coming from mobile devices, it's important to understand that it's impossible to assume that your visitors will be using a particular device, screen resolution or orientation.

Use this to your advantage by reviewing your content on mobile and other devices often.