

Alternative (Alt) text template set up guide

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An informative how-to guide for
using the *TPDF-AltText template*

Questions?

If you have any questions we would love to answer them for you!
Please email us at info@taggedpdf.com.au or call us.

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What are Alternative text descriptions?

Alternative text descriptions or *Alt text* are text equivalents for non-text elements in a PDF file. For visually impaired users who rely on Screen readers to understand web pages as well as PDF files, *Alt text* tags ensure that they receive the same relevant information that a sighted person receives, ensuring their overall online experience is just as informative and relevant.

Using the process of tagging, *Alt text* tags are generally applied to non-text elements within PDF files such as:

- Images / Photos
- Charts
- Diagrams
- Logos
- Infographics
- Graphic Advertisements
- Tables (especially holding critical data)
- Lengthy URLs (that are too long or complicated to be read out character by character)
- Forms
- And more.

For the visually impaired, assistive online tools such as Screen readers automatically process and read out standard text, though for non-text based elements as listed above, *Screen readers rely on the actual tags* containing the *Alt text* descriptions, and read out those.

How do I write relevant Alt text descriptions?

For tips on how to write your *Alt text* for your PDF documents before uploading your projects to TaggedPDF.com.au, please see our blog at <http://taggedpdf.com.au/how-to-write-relevant-alt-text>.

For examples and instructions on how to fill out the *Alt text* template that goes with your PDF, please see **page 3** of this guide.

Need someone to write your *Alt text*?

If you are interested in our *Alt text* writing service, please contact us on 1300 255 733.

How to add Alt text into the template file

We have prepared a downloadable template in Excel format (*TPDF-AltText template*) for you to add your *Alt text* descriptions into. This template is available from <http://taggedpdf.com.au/resources/>

(See image on page 4)

This template makes it easier for you to prepare your files for tagging, as well as enabling our Protaggers to identify which non-text content elements need to be tagged with your supplied *Alt text* descriptions.

Contained within our downloadable *TPDF-AltText template* file (Excel) are 6 main categories:

- File Name
- Page
- Type
- Position
- Photo (Optional)
- Alt Text Content.

Each non-text element, its corresponding *Alt text*, page number and non-text element position must be on their own row starting with the PDF file name that needs to be tagged.

File names – If you are only uploading a single PDF file, then you do not need to repeat its file name down multiple rows.

If you are uploading two or more PDF files for tagging, you would need to type the PDF file name for each Alt text row.

Page number – the page number within your PDF where the non-text element is found, depending on the format your file uses, (Ex. 1, 47, a, b, i, ii, V).

Element Position – specify the location in the PDF file where the non-text element is roughly found.

(See reference grid on page 5)

- | | |
|-----------------|------------------|
| A. Top Left | B. Top Center |
| C. Top Right | D. Mid Left |
| E. Mid Center | F. Mid Right |
| G. Bottom Left | H. Bottom Center |
| I. Bottom Right | |

Note: We have provided a drop down list for selecting these positions in the *TPDF-AltText template*.

View our template examples

Please see the *Examples Tab* within your downloaded *template* file for additional guides of what a tag-ready template should look like, before uploading to TaggedPDF.

PDF file non-text Element reference grid

- A. Top Left B. Top Center C. Top Right
 D. Mid Left E. Mid Center F. Mid Right
 G. Bottom Left H. Bottom Center I. Bottom Right

Note:

We have provided a drop down list for selecting these positions in the *TPDF-AltText template*. This template is available from <http://taggedpdf.com.au/resources/>

A. Top Left	B. Top Center	C. Top Right
D. Mid Left	E. Mid Center	F. Mid Right
G. Bottom Left	H. Bottom Center	I. Bottom Right

Questions?

If you require further instruction relating to this guide, please email us at info@taggedpdf.com.au or call us 1300 255 733*

*1300 255 733 is an Australian country based number, operating Monday to Friday, business hours.