

By: Editorial team | **Updated:** October 15, 2026 | **Questions or corrections?** Contact your website or content team through the contact page linked in your site footer.

A visitor opens your page on business interruption insurance and sees the coverage limits, exclusions, and price in a chart. But a search engine or AI tool may see only an image file. If the words that explain your offer live in a graphic rather than in the page itself, customers may struggle to find, understand, or use that information.

This is a practical way to check whether important **image text** is missing from the content systems rely on—and what to fix when it is. The goal is not to make every page longer or repeat keywords. It is to make sure useful information is available as readable text, accurately described for people using assistive technology, and consistent wherever your company presents it.

Why image text matters beyond traditional rankings

Traditional search engines have long used page text, links, technical signals, and other information to decide what a page is about and where it may appear. They can also process images, but you should not assume that every word embedded in a graphic will be recognized correctly—or treated like ordinary text on the page.

AI-powered search adds another layer. These systems may use search indexes, page content, structured data, and other sources to generate an answer or summarize a product. Large language models can interpret language and connect related concepts, but they are not a reliable substitute for a clear, accessible source page. If a key fee or condition exists only in an image, a system may miss it, misread it, or omit it from a summary.

That matters to people, too. A screen reader may not announce the words in a graphic. A visitor on a small phone screen may find a dense chart hard to read. Someone who zooms, uses a translation tool, or copies details into a document may not be able to work with the image content. Good crawl interpretation and accessibility often point to the same practical fix: put essential information in real HTML text, close to the image it explains.

Start with the questions customers actually ask

Before auditing images, collect the questions people ask in support tickets, sales calls, chat logs, and search queries. That makes the review about customer tasks, not an abstract hunt for graphics. A person comparing business insurance may want to know which industries are eligible. A small consultancy may be looking for cover requirements, while a commercial lending applicant may need to understand which application documents to submit.



Look for image-based answers to questions such as:

- What does this product cost, and what affects the price?
- What is included, excluded, or subject to a limit?
- Who is eligible, and what do I need to apply?
- What happens next, and how long does the process take?
- How do I compare these options or interpret this chart?

Prioritize answers that help someone make a decision or complete a task. A decorative banner usually does not need a full text transcript. A pricing table, eligibility diagram, or application checklist often does.

A practical audit for image text

1. Make an inventory of important pages.

Start with high-traffic landing pages, product and service pages, pricing pages, application instructions, FAQs, and pages that generate leads or support requests. You can review the pages manually or export page URLs and image URLs from your content management system or a site crawler.

2. Find graphics that carry meaning.

Look for screenshots, charts, comparison tables, infographics, diagrams, scanned documents, and promotional images with embedded copy. Ask: if the image disappeared, would a reader lose a fact, instruction, qualification, or next step? If yes, the image contains meaningful information that deserves a closer check.

3. Compare the image with the page's readable text.

Open the page and check the HTML text—not just what you can see on screen. If you have access to the browser's developer tools, inspect the page or use a text-only view. You can also copy the page into a plain-text editor. Check whether the essential details remain when the images are hidden or removed.

4. Check what assistive technology can identify.

Inspect the image's alt text in your CMS or page markup. For a meaningful image, alt text should convey its purpose or essential takeaway, not list every visual detail by default. For a complex chart, provide a short alt

description and a nearby text explanation or data table. Decorative images should generally be marked so screen readers can skip them.

5. Review the page as a search system might encounter it.

Check whether the image is available to crawlers, whether the page can be indexed, and whether important wording is present in the rendered HTML. Optical character recognition (OCR) can help extract words from images, but it can confuse small type, unusual fonts, low contrast, or crowded layouts. Treat OCR output as a clue—not proof that the content is accessible or reliably understood.

6. Verify the source against the current offer.

Compare image text with the latest product terms, rates, eligibility rules, and application steps. A graphic can remain online after its wording is out of date. Confirm who owns the information and how often it should be reviewed.

Use a simple audit table

Record the location, the information at risk, and the action needed. This makes it easier to assign work across content, design, accessibility, and product teams.

Page or asset	What is only in the image?	What to check	Likely next step
Product pricing graphic	Price range, fees, or conditions	Can a visitor copy the figures from page text? Add a readable price explanation and clarify what affects the amount.	Coverage comparison
Limits, exclusions, or differences between options	Is each option explained in text near the graphic? Add a concise comparison in HTML or a properly structured table.	Application checklist	Required application documents
Can applicants find and use the list without the image? Publish the documents as a real, ordered or unordered list.	Process diagram	Steps, timing, or decisions	Can a reader understand the sequence from text alone? Summarize the process in numbered steps and describe important branches.

Common mistake: no pricing information in the scraped article body

A frequent problem is a page that appears to show pricing to a human but has **no pricing information present in the scraped article body**. The rates are baked into a hero graphic or comparison image, while the surrounding text says only “Get a quote.” A person might zoom in and read the figure; a crawler, screen reader, or AI-powered search tool may not have dependable access to it.

Do not assume that image alt text alone solves this. Alt text is important for accessibility, but it is not the best place to store a full price list, a long set of conditions, or a complex comparison. Put the substantive information in readable page content. State what a displayed price covers, whether it is an example or a current offer, what can change it, and where a customer can confirm the details.

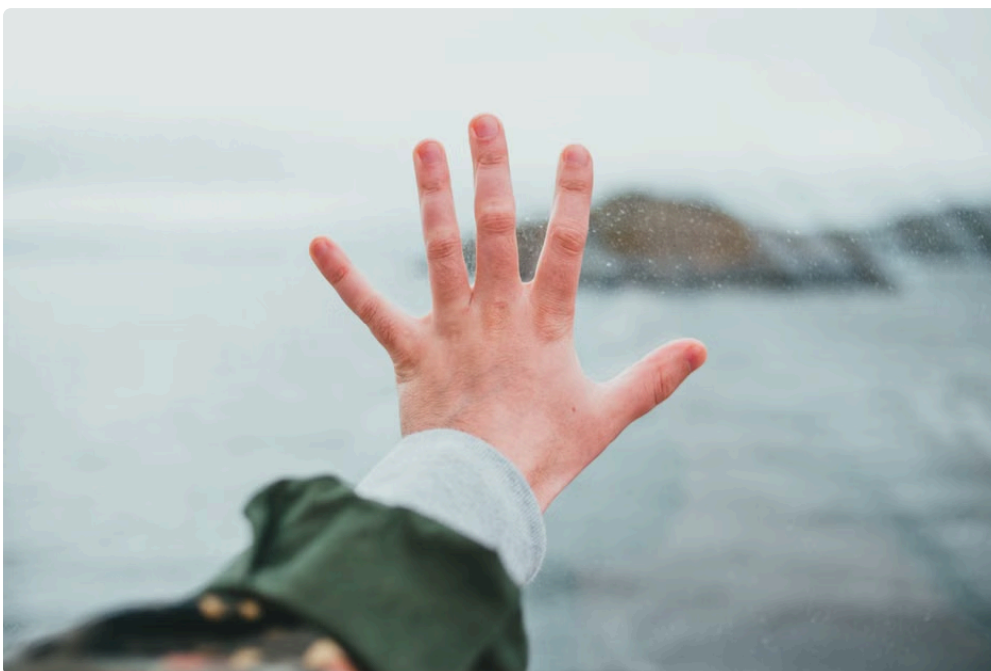
For example, if a small consultancy cover page shows a starting price in a graphic, include that starting price in the page copy and explain the relevant qualifications. If a commercial lending page shows a sample rate, label it as a sample and explain which factors affect a real offer. Never publish a number without context just to make a page easier to scrape; inaccurate or misleading text can harm trust more than missing text.

What relevance, credibility, and consistency look like

Search systems and readers need to understand what a page answers and whether its information can be trusted. Three practical signals to review are:

- **Relevance:** Does the page answer the question behind the visit? A page about business interruption insurance should explain the event or loss being discussed, the policy details that matter, and the customer's next step—not rely on a generic graphic with no explanation.
- **Credibility:** Is there a named author or reviewer with relevant experience? Are claims supported by current product information or appropriate sources? For financial services content, make it clear who is responsible for explaining policy, lending, or application requirements.
- **Consistency:** Do the page text, image, application documents, and other company materials agree? Check that prices, eligibility descriptions, dates, and terminology match across the site. Conflicting versions create uncertainty for customers and complicate interpretation by automated systems.

First-hand experience helps make a page useful. A subject-matter expert can explain which application documents commonly cause delays, what applicants tend to misunderstand, or why a coverage comparison needs a particular caveat. That is stronger than adding generic copy around an image. Include the author or reviewer's role, a review date, and a real contact path for questions or corrections.



Build a question-led content strategy

Once you find image-only answers, use the audit to improve the content around them. Group customer questions by task: comparing options, checking eligibility, understanding price, preparing an application, or resolving a concern. Then make each page answer its main question in plain language before adding supporting detail.

Put the answer where people and systems can use it

Write the key point in the page body, then use the image to clarify or reinforce it. If a visual contains a complex set of information, add a nearby explanation or an HTML table. Keep labels clear, use headings that describe the section, and avoid putting essential instructions only in a downloadable <https://startnewswire.com/giving-your-brand-a-head-start-in-ai-powered-search> image or PDF. If a PDF is necessary, offer an accessible version and summarize the critical details on the page.

Make updates part of the publishing process

Before a new graphic goes live, ask the content owner to confirm that the page includes its essential wording, that alt text is appropriate, and that dates and figures are current. Give someone responsibility for reviewing time-sensitive content. A simple check in the publishing workflow can prevent a one-time image from becoming the only source for an important customer decision.

How to tell whether the fix worked

Recheck the page after updates. Confirm that the key information appears in readable text, the image has a suitable alternative description where needed, and no important detail contradicts another page. Test with a screen reader or accessibility review process, and inspect the rendered page or crawler output if your team has those tools.

You can also monitor whether customers still ask questions the page should answer. Search queries, support tickets, application drop-offs, and sales-call notes can reveal missing context. These are more useful signals than assuming an image has been “understood” because an OCR tool extracted some words.

The short version

To check whether important information is trapped inside images, find the graphics that answer customer questions, compare them with the page’s actual text, and verify that people using assistive technology can understand the essential content. Pay special attention to pricing, eligibility, coverage details, and application documents. Add accurate explanations to the page itself, keep them consistent with the image and the current offer, and give the content a credible owner.

That approach supports accessibility and improves crawl interpretation without treating AI-powered search as a shortcut or a guarantee. Most importantly, it helps customers get the answer they came for—whether they see the page, hear it read aloud, or encounter it through a search tool.