



# Web Accessibility (ADA) Update Instructions for Garrison Site Managers

Below are quick instructions for three accessibility tasks to follow when editing pages: adding image alt text, avoiding text inside images, and using proper heading hierarchy.

## Quick Reference

- Add alt text to every image (File Manager, Content, and Image blocks).
- Don't put important text inside an image - put it on the page as real text.
- Start your content with H2, then H3 under H2 - no skipping levels.

## 1. Add Alt Text to Images

Alt text describes an image to screen reader users. Every image on the site needs it. There are two places you'll add alt text in Concrete CMS:

### In the File Manager

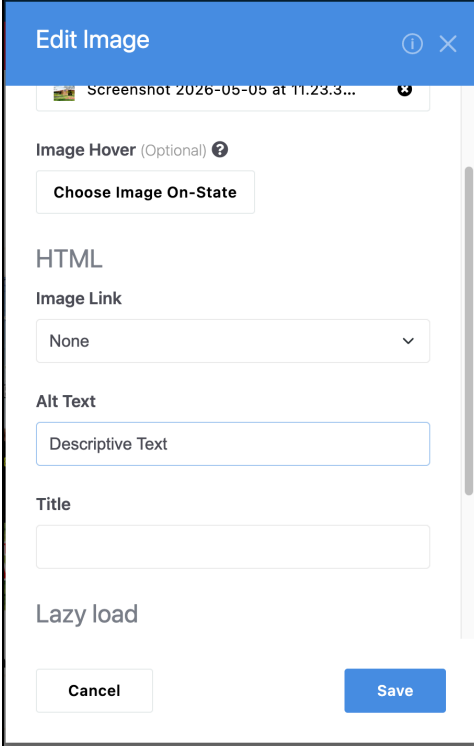
When you upload or edit an image in the File Manager, add a description in the Title field. This becomes the default alt text wherever the image is used.

- Open the File Manager and click the image.
- Set the Title field to a short, plain description of what the image shows.
- Save.

## In an Image Block on the Page

When you place an image on a page, the Image block has its own Alternate Text field. Fill it in even if the File Manager title is already set - block-level alt text is what actually renders on the page.

- Edit the page and click the Image block.
- Enter a description in the Alternate Text field.
- Click Save, then Publish.



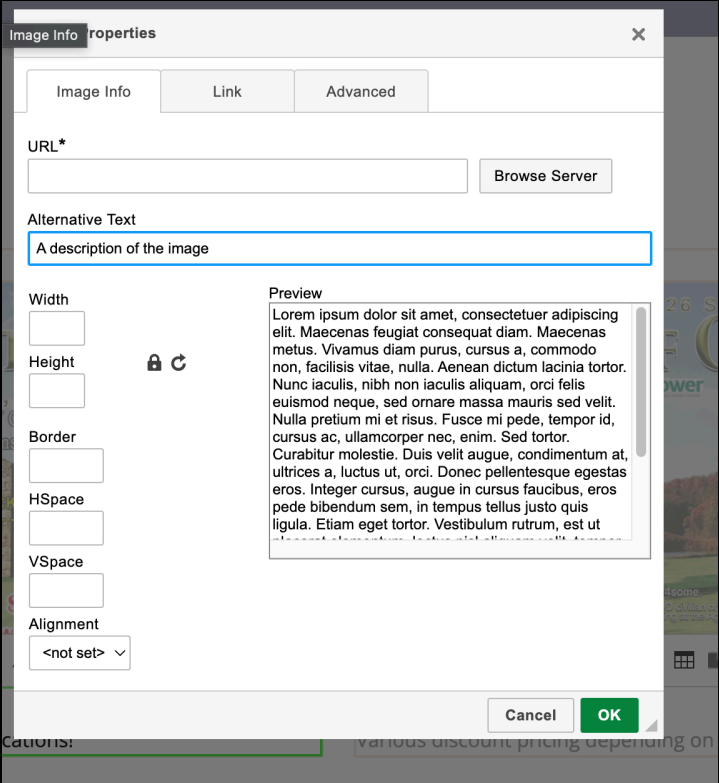
The 'Edit Image' dialog box contains the following elements:

- Image Hover (Optional)**: A button labeled 'Choose Image On-State'.
- HTML**: A section containing:
  - Image Link**: A dropdown menu currently set to 'None'.
  - Alt Text**: A text input field containing 'Descriptive Text'.
  - Title**: An empty text input field.
- Lazy load**: A section with no visible controls.
- Buttons**: 'Cancel' and 'Save' buttons at the bottom.

## In a Content Block on the Page

When you add an image into a content block on a page, make sure to set a specific alt label - **don't leave the default filename, it needs a custom alt tag.**

- Click "Browse Server"
- Choose your image
- Fill in a description of the image in the "Alternative Text" field.
- Save



The 'Image Info properties' dialog box contains the following elements:

- Tabs**: 'Image Info', 'Link', and 'Advanced'.
- Image Info Tab**:
  - URL\***: An empty text input field with a 'Browse Server' button to its right.
  - Alternative Text**: A text input field containing 'A description of the image'.
  - Width**: An empty text input field.
  - Height**: An empty text input field with a lock icon to its right.
  - Border**: An empty text input field.
  - HSpace**: An empty text input field.
  - VSpace**: An empty text input field.
  - Alignment**: A dropdown menu set to '<not set>'.
  - Preview**: A text area containing placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas feugiat consequat diam. Maecenas metus. Vivamus diam purus, cursus a, commodo non, facilisis vitae, nulla. Aenean dictum lacinia tortor. Nunc iaculis, nibh non iaculis aliquam, orci felis euismod neque, sed ornare massa mauris sed velit. Nulla pretium mi et risus. Fusce mi pede, tempor id, cursus ac, ullamcorper nec, enim. Sed tortor. Curabitur molestie. Duis velit augue, condimentum at, ultrices a, luctus ut, orci. Donec pellentesque egestas eros. Integer cursus, augue in cursus faucibus, eros pede bibendum sem, in tempus tellus justo quis ligula. Etiam eget tortor. Vestibulum rutrum, est ut'.
  - Buttons**: 'Cancel' and 'OK' buttons at the bottom right.

### Writing good alt text

**Do:** describe what matters about the image. Example: “Soldier and child playing soccer at a youth sports event.”

**Don’t:** write “image of…” or “photo of…” - screen readers already announce it as an image.

## 2. Don’t Put Important Text Inside Images

Screen readers can’t read text that’s baked into an image. Search engines can’t index it either. If the information matters - event dates, program details, headlines, calls to action - it has to be real text on the page, not part of the graphic.

### What to do instead

- Use the image for the visual only (a photo, a logo, a background).
- Put the headline, dates, location, and any call-to-action on the page as real text in a Content block.
- If you receive a flyer-style graphic from a program manager, type the key details into the page next to the image.

### Common offenders to watch for

- Event flyers exported as a single JPG or PNG.
- Banner graphics with the headline burned into the image.
- Infographics with phone numbers, hours, or registration info inside the artwork.

## 3. Use Proper Heading Hierarchy

Headings are how screen readers (and search engines) understand the structure of a page. They have to go in order - you can’t skip levels.

### The Rules

- The page title is already the H1 — the template handles it automatically. Don't add another H1.
- Start your page content with H2.
- Use H3 only as a sub-heading under an H2.
- Use H4 only as a sub-heading under an H3, and so on.
- Never skip levels (no H2 → H4).
- Don't use a heading just to make text bigger or bold. If you need emphasis, use bold.

### Setting headings in a Content block

In a Content block, highlight your text and use the **Format** dropdown in the editor toolbar to apply Heading 2, Heading 3, etc.

