

Agency Guide: Remediating Client Alt Text at Scale

Scope !' prove the gap !' prioritise !' execute with review !' QA !' report

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1. Scope the engagement

- Define in-scope content types (posts, pages, products).
- Agree style rules: length, brand names, language, decorative policy.
- Set a coverage target — not “every pixel forever.”
- Clarify this is remediation + process, not a WCAG certificate.

2. Prove the gap

Run the free image SEO audit on 5–10 public URLs before kickoff (<https://oppti.dev/image-seo-audit>). Screenshot results for the SOW. Spot-check Media Library items in staging when you have access.

3. Prioritise by client value

- Money pages — home, key services, top products
- High-traffic templates — category hubs, blog heroes
- Long-tail library — remaining empty/weak alt attachments

4. Execute with review-before-save

Install OpptiAI Alt Text, scan missing/weak alt, generate in batches, and approve before save. Never promise “set and forget AI.” Workflow: <https://oppti.dev/bulk-alt-text-wordpress>

5. QA sample & style guide

Sample 10–20 approvals per batch. Reject filename-as-alt, stuffing, and wrong-product drafts. Train juniors with <https://oppti.dev/tools/alt-text-grader>.

6. Report coverage

Report % of in-scope attachments with non-empty reviewed alt, sample before/after strings, and remaining backlog size. Offer a monthly “new uploads” retainer so gaps do not reopen.

Agency hub: <https://oppti.dev/for-agencies> · HTML guide: <https://oppti.dev/resources/agency-alt-text-remediation-guide>

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