

WCAG 2.2 Image Requirements for WordPress

Practical image alt guidance for accessibility-minded WordPress teams

Updated July 2026 · <https://oppti.dev>

What this guide is (and is not)

Educational guidance for WordPress image accessibility practices inspired by WCAG 2.2. It is not a formal conformance claim, legal advice, or a substitute for a full accessibility evaluation.

Informative images

Images that convey information need meaningful alternative text. Describe the content and purpose — not the file name, not “image of...”, and not a keyword list.

Decorative images

Purely decorative images should use empty alt="" so assistive technology can skip them. Do not generate AI alt text for decorative chrome.

Functional images

When an image is the only content of a link or button, the alt text should describe the destination or action, not merely what the icon looks like.

Complex images

Charts, diagrams, and infographics need a short alt plus a longer text alternative nearby (caption, transcript, or adjacent HTML).

WordPress remediation tips

- Use the interactive checklist: <https://oppti.dev/tools/wcag-image-checklist>
- Grade sample strings: <https://oppti.dev/tools/alt-text-grader>
- Bulk-fix libraries with human review-before-save (OpptiAI Alt Text).
- Accessibility hub: <https://oppti.dev/for-accessibility>

This guide is free informational content from OpptiAI — not legal, accessibility-certification, or financial advice. Start at <https://oppti.dev/image-seo-audit> or install OpptiAI Alt Text from WordPress.org.