

## EDUCATIONAL ALT IMAGES FOR KOHLS.COM

Educational ALT images highlight important selling features. For apparel areas, this can be presented as fit solutions or fabric technologies, and for hardlines, this can be presented as special features or how-tos. Educational ALTs live above the fold in the image/video carousel, usually as a 3rd or 4th ALT image.

### Examples of Educational ALTs:

- How does this “anti-odor technology” work?
- What makes this specific shoe a basketball shoe?
- How is this pair of jeans intended to fit?
- What are the programmable settings of this product?
- What’s included in this set?



### Why are ALT images important?

- Decrease site bounce rate by 6.1% & increase page views per visitor by 5.9%
- 1% increase in orders & revenue per visitor

### What size should our product images be?

Our minimum product image size is 1500 pixels by 1500 pixels at a resolution of 300 pixels per inch. Please do not upsize images (making a small image bigger) as this ruins the integrity of the image causing it to be blurry and pixelated.

### How do I optimize and think mobile-first?

Please ensure the font is basic and the presentation is clean. Since this ALT will be used across channels, we ask that the text is large enough to view without any zoom functionality. All text should be easy-to-read and provide clear features and benefits. Ideally, educational information should be communicated in 1 ALT (2 maximum).

### How do I submit images?

Images should be submitted through standard Image Upload process.