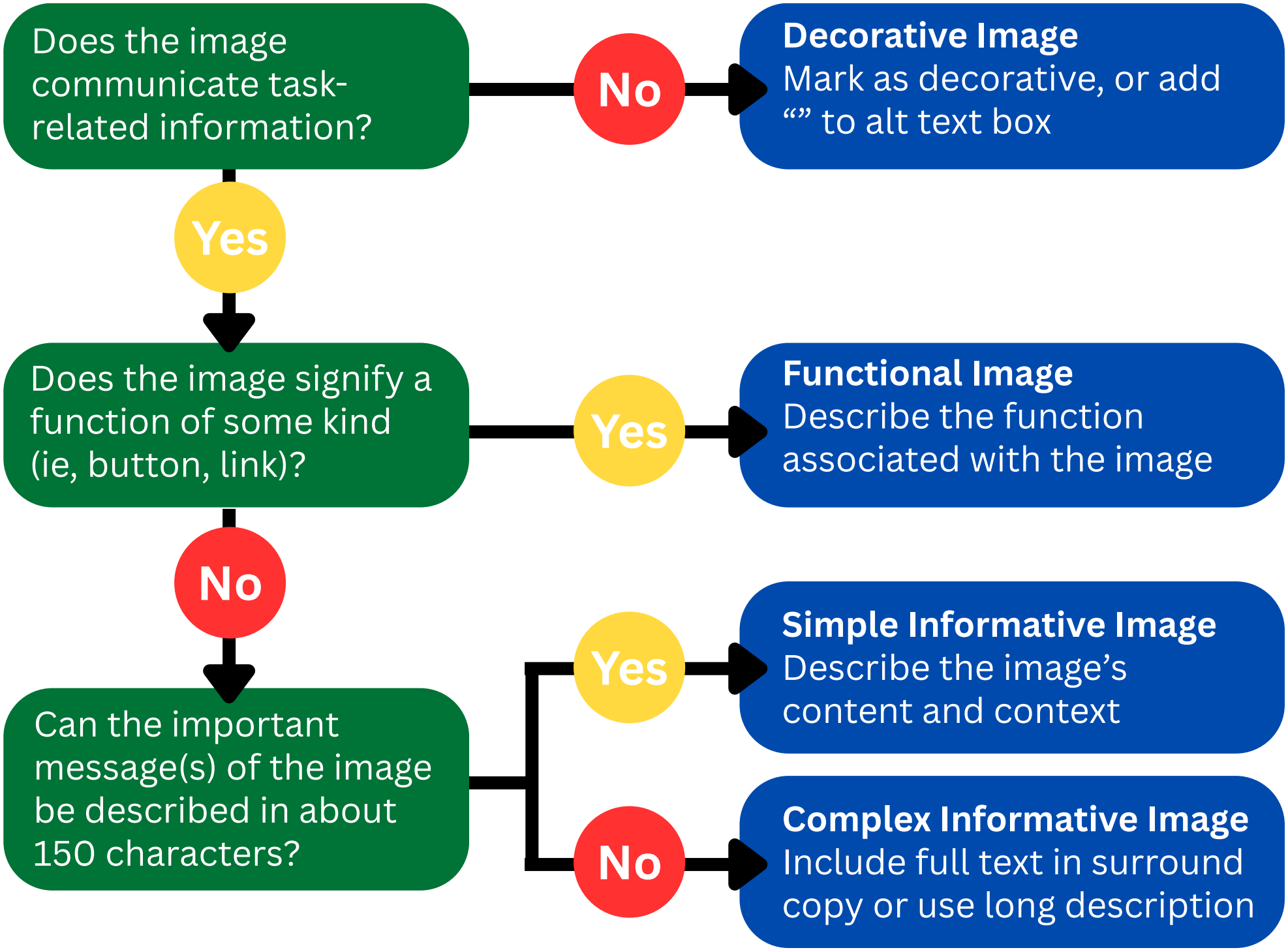What Kind of Alt Text Should You Use?