

## Keywording and Image Search

### Pictures need words

The words attached to an image are essential for retrieval, distribution and sales of images. Large image agencies invest heavily in keywording systems, but smaller suppliers and non-profit organisations can create appropriate search mechanisms too. Technology is on hand to help make keywording productive.

### Tips

- Think about how your customers search for images
- Choose a keywording schema you can sustain
- Use categories to let people know what you have in your archive
- Consider outsourcing your keywording

### Your questions....

- How much do we have to invest to get our images seen on the web?
- What kind of keywording system should we adopt?
- Are there any keywording standards out there?
- What is everyone else doing?
- How will images be found in the future?

### Our consultancy

- Identify your needs and resources*
- Understand the requirements of a good keywording system*
- Create a keywording strategy*
- Review suppliers and keywording software*
- Specify an image database for effective keywording*
- Find out about the latest developments in keywording and image search*

**Sarah Saunders** has been consultant in the picture library industry for ten years, helping libraries set up online search systems. She is a member of the IPTC Photometadata working group and chaired the panel Keywording vs Controlled Vocabularies at the 2008 Photometadata Conference in Malta.

**Liisa Kaakinen** is a keywording specialist. She was Head of Metadata at Amana Productions prior to going freelance in 2007. She is Electric Lane's trainer for Keywording and helps companies build vocabularies and organize their keywording workflow.

Electric Lane offers practical industry experience and strategies to clients. We also offer in-house training in Keywording.

