Today’s Session

Keywording in Context
Keywording Principles
Keywording Process
Creative and Conceptual Keywording
Q&A
What are Keywords?

Keywords are words applied to digital files (images, videos etc.) to enable users to search for and retrieve relevant content.

What is Keywording?

Keywording is a processes that requires systems and methodologies to ensure consistent terminology and a positive user experience.
“Bad libraries build collections, good libraries build services, great libraries build communities”

R David Lankes (scholar) 2012
“Marketing is no longer about the stuff you make, but the stories you tell”

Seth Godin
Part 1 / Keywording in Context

Brand Trust Barometer
<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability</td>
<td>Being good at what they do</td>
</tr>
<tr>
<td>Dependability</td>
<td>Keeping promises</td>
</tr>
<tr>
<td>Integrity</td>
<td>Being honest</td>
</tr>
<tr>
<td>Purpose</td>
<td>Impacting positively on society</td>
</tr>
<tr>
<td>Self</td>
<td>Resonating emotionally</td>
</tr>
</tbody>
</table>
Increased Diversity and Inclusion

Race & Ethnicity  Gender  Sexual Orientation
Age  Ability  Body Types
Religion  Economics  Education
Part 1 / Keywording in Context
Part 1 / Keywording in Context

First Day of School

© Denise Balyoz Photography

© PeopleImages
Part 2 / Keywording Principles

Keywords connect customers with content

Content → Keywords ← Customer
Part 2 / Keywording Principles

- **Relevance**: Matching user’s search query
- **Accuracy**: Providing reliable and verifiable information
- **Consistency**: Optimising the User Experience
## Keywording Task

### Relevance

- gender
- age
- ethnicity
- activity
- setting
- object
- concept
Part 2 / Keywording Principles

Relevance

What does this tell us?

We see things differently

We describe things differently

We don’t always know the facts
Part 2 / Keywording Principles

Accuracy

Model Release forms

• Legally required for commercial images depicting recognisable people

• Keywords must comply with what the model states on their form
Voluntary information to be completed by Model:
Requested for descriptive purposes only. Select all that apply.

Gender:
☐ Male ☐ Female ☐ Transgender ☐ Non-binary ☐ Third Gender
☐ I identify as: ____________________________________________

Race/Ethnicity:
☐ Asian—circle all that apply: Chinese, Indian, Japanese, Korean, other
☐ African American ☐ Black ☐ Hispanic or Latino
☐ Middle Eastern ☐ Multiracial ☐ Native American
☐ Pacific Islander ☐ White
☐ Other: ____________________________________________
Part 2 / Keywording Principles

Accuracy

Model Release?
Yes  No

Gender
Age
Ethnicity

Enhance
Part 2 / Keywording Principles

AI Keywording

Family  Water
Beach  Vacation
Sun  Travel
Sea  Wood
Pier  Pier

Human Keywording

Nobody  Low angle
Building  Perspective
Exterior  Copy space
Sky  In between
Architecture  Symmetry
Part 2 / Keywording Principles

Top Tips

- **relevance**: every keyword is a potential search result
- **accuracy**: verify information
- **consistency**: create and follow keywording guidelines
- **user-focus**: use relevant language for target market
- **concepts**: translate visual trends into Keywords
Part 3 / Keywording Process

Photo
Video
Audio File
Text File
Brand Collateral

System

Card Catalogue
CMS
Image Bank
Asset Library
Database
DAM system
Enterprise DAM
Cloud DAM
E-comm Site
Part 3 / Keywording Process

What is your collection about?

How is your collection used?

Who searches your collection?

Is there a context/story behind the image/video?
Part 3 / Keywording Process

1. **Describe**
   - key visual elements

2. **Signify**
   - meaning / purpose of visual

3. **Assign**
   - relevant and accurate keywords for consistent search results
Keywording Task

Consistency

What keywords would you use to Keyword this photo?
<table>
<thead>
<tr>
<th>Child</th>
<th>Girl</th>
<th>Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face</td>
<td>Head</td>
<td>Eyes</td>
</tr>
<tr>
<td>Asian</td>
<td>Japanese</td>
<td>East Asian</td>
</tr>
<tr>
<td>Train</td>
<td>Vehicle</td>
<td>Transport</td>
</tr>
<tr>
<td>Travel</td>
<td>Journey</td>
<td>Public Transport</td>
</tr>
<tr>
<td>Window</td>
<td>Looking</td>
<td>Peering</td>
</tr>
<tr>
<td>Crowded</td>
<td>Commuting</td>
<td>Busy</td>
</tr>
<tr>
<td>Obscured</td>
<td>Cropped</td>
<td>Copy space</td>
</tr>
<tr>
<td>Real people</td>
<td>Authentic</td>
<td>Lifestyle</td>
</tr>
<tr>
<td>Innocence</td>
<td>Childhood</td>
<td>Routine</td>
</tr>
<tr>
<td>Trapped</td>
<td>Lost</td>
<td>Adventure</td>
</tr>
</tbody>
</table>

© Ernesto Rogata
Part 3 / Keywording Process

Consistency

Unstructured Keywords

- Subjective
- Inconsistent
- Unreliable
- Limitless
- Ambiguous
- Unpredictable
- Disorganised
Part 3 / Keywording Process

Consistency

<table>
<thead>
<tr>
<th>Who</th>
<th>What</th>
<th>Where</th>
<th>When</th>
<th>Why</th>
</tr>
</thead>
<tbody>
<tr>
<td>People</td>
<td>Object</td>
<td>Setting</td>
<td>Time/Event</td>
<td>Meaning</td>
</tr>
<tr>
<td>Child</td>
<td>Window</td>
<td>Train</td>
<td>Morning</td>
<td>Journey</td>
</tr>
<tr>
<td>People Terms</td>
<td>Subjects and Topics</td>
<td>Concepts</td>
<td>Descriptive Terms</td>
<td>Technical Terms</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------</td>
<td>--------------</td>
<td>--------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>Child</td>
<td>Girl</td>
<td>Female</td>
<td>Face</td>
<td>Head</td>
</tr>
</tbody>
</table>
Part 3 / Keywording Process

Consistency

- **Research**
  - Create ‘skeleton’ CV

- **Develop**
  - Develop and evolve relevant Keywords for your users

- **Future Proof**
  - Establish Keywording guidelines

- **User Test**
  - Track and monitor user experience
Part 3 / Keywording Process

Consistency

Controlled Vocabulary

- Unstructured Keywords → System & Metadata
- Controlled Vocabulary
- Structured Keywords
- Search & Usability
<table>
<thead>
<tr>
<th>Candidate Term</th>
<th>Preferred Term</th>
<th>Synonyms</th>
<th>Hierarchy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bumblebee</td>
<td>Bee</td>
<td>Bumblebees</td>
<td>Insect</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bumble bee</td>
<td>Animal</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bumble bees</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bees</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Bombus</td>
<td></td>
</tr>
</tbody>
</table>
Blessed are they who see beautiful things in humble places where other people see nothing.

Camille Pissarro
Part 4/ Creative and Conceptual Keywording

Keywords describe what is seen

Keywords convey ideas and concepts

Keywords tell stories
The 80-20 Ratio

20% Conceptual Terms

80% Visual Attributes
Keywording is key to selling just about anything online these days not just stock photos, as this shot of mine of the famous RAF Red Arrows demonstrates. There are countless images available of this subject so why did the buyer select my image? I had tagged in Red, Arrows, Aircraft, Display etc. But common words are not enough lateral thinking is called for. The buyer was not looking for a pic of Red Arrows. The keywords they searched for were TEAM & TRUST.

What do you think? Clemency Wright
80/20 Keywording Ratio

Start with the basics and layer up Keywords:

1. who, what, where, when
2. why (ideas and concepts)

Concepts sell content!
Keywording Conclusions

Keywording is a purpose-led process

Capture information at source

Monitor cultural and social change

Edit language

Educate and train Keyworders and Customers