

Footprint Images Captioning and Keywording Advice

Captions and keywords should be embedded in your images using IPTC metadata. They should be inserted using software that is IPTC compatible, such as Photoshop, ACDSee, Fotostation and PhotoMechanic. If you use Photoshop, use the File Info command and use the "Description" field for the caption, and the "Keywords" field for the keywords. Do not use Bridge with Photoshop CS3 for your captions and keywords, as it is currently not IPTC compatible. Keywords should be separated with a comma (,) or a semi-colon (;).

Captions

Use the caption to provide a short, factual description of the content of the image. The caption should always follow the standard rules of grammar – it should be properly punctuated, with the first letter of the first word and of all proper nouns capitalised, and include commas where appropriate. A full stop at the end, however, is not necessary. If an image is nature or wildlife in its subject matter, include both the common name and the latin name in the caption.

Keywords

Be concise yet thorough in your choice of keywords to apply to your images. Do not use irrelevant words or describe something only remotely connected to your image in your keywords. This will lead to your images being returned in irrelevant searches, and buyers will not be impressed!

- Add words with the same meanings – "mother, mum."
- Use both UK and US variations, such as "pavement/sidewalk" and "colour/color."
- Check your spelling very carefully. If keywords are wrongly spelt, buyers will not be able to find your images!
- Describe objects and people that are depicted – "car, train, boat, aeroplane, boy, girl."
- Describe what is happening – "flying, smiling, walking."
- Be specific as regards the location – "Windsor Castle, Windsor, England, UK" or "Row of desks in an open plan office."
- Think laterally and use ideas of concepts that are present within your images – "happiness, togetherness, tranquillity, power."
- Subject area – "sport, travel, lifestyle."
- Describe the emotions of people in your images – "miserable, angry, upset, unhappy."
- Techniques used – "cross-processed, black and white, digitally manipulated."
- Try and include the words you have used in your caption in your keywords as well.