



Keywording Creative Content - Clemency Wright

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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

Part 1 / Keywording in Context

“Bad libraries build collections, good libraries build services, great libraries build communities”

R David Lankes (scholar) 2012



Part 1 / Keywording in Context

“Marketing is no longer about the stuff you make, but the stories you tell”

Seth Godin

Part 1 / Keywording in Context

Brand Trust Barometer



Part 1 / Keywording in Context

Brand Trust Barometer

Ability	Being good at what they do
Dependability	Keeping promises
Integrity	Being honest
Purpose	Impacting positively on society
Self	Resonating emotionally

Part 1 / Keywording in Context

Increased Diversity and Inclusion

Race & Ethnicity

Gender

Sexual Orientation

Age

Ability

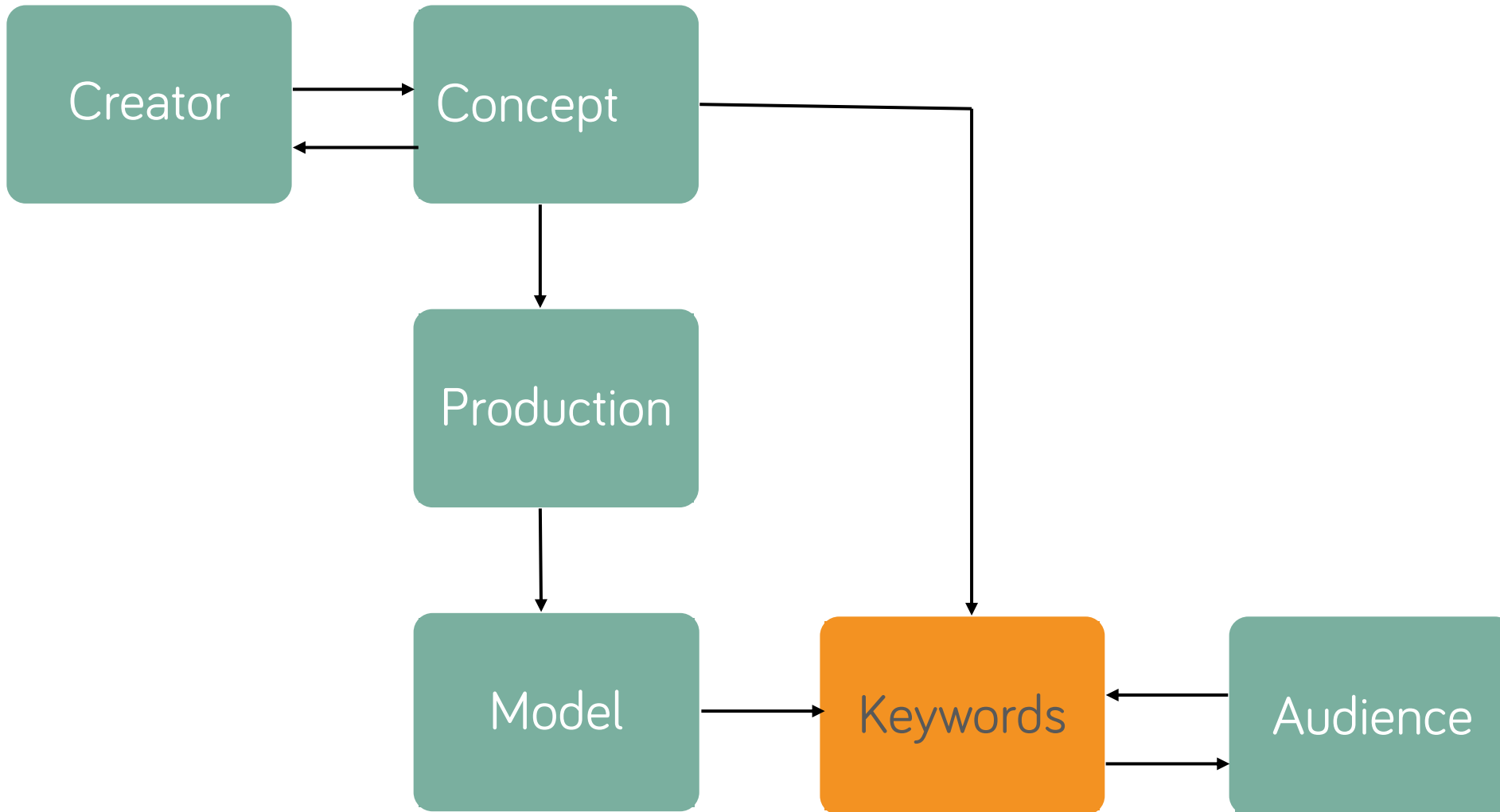
Body Types

Religion

Economics

Education

Part 1 / Keywording in Context



Part 1 / Keywording in Context

First Day of School



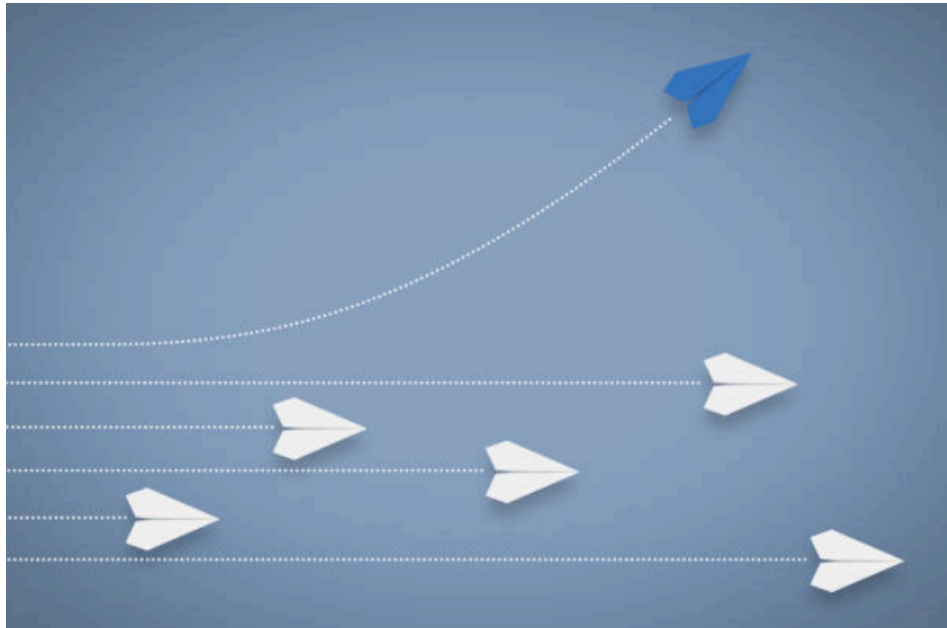
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Part 1 / Keywording in Context

Business Growth



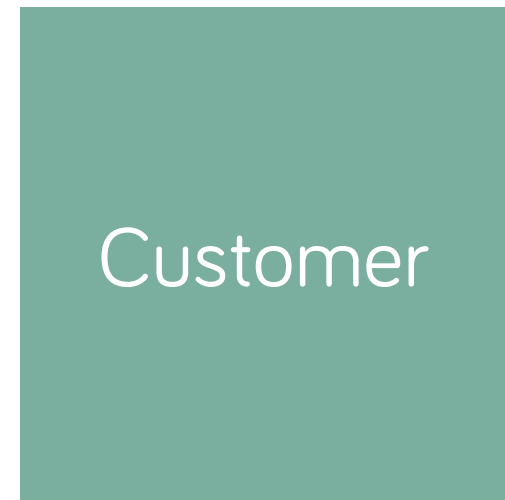
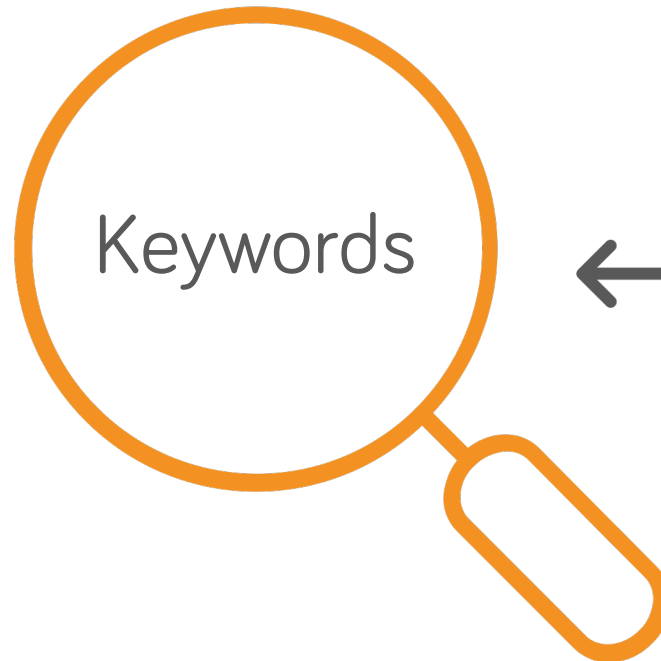
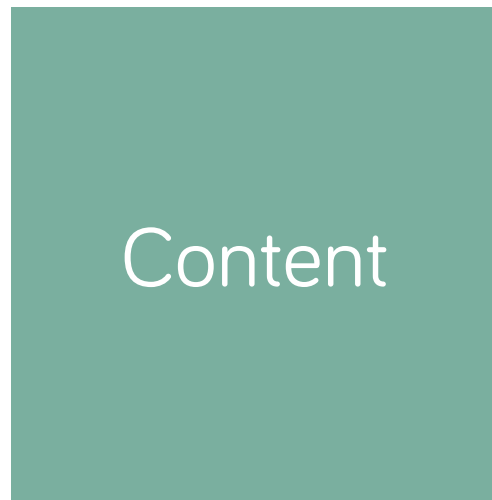
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Part 2 / Keywording Principles

Keywords connect customers with content



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

Part 2 / Keywording Principles

Accuracy

Voluntary information to be completed by Model:

Requested for descriptive purposes only. Select all that apply.

Gender:

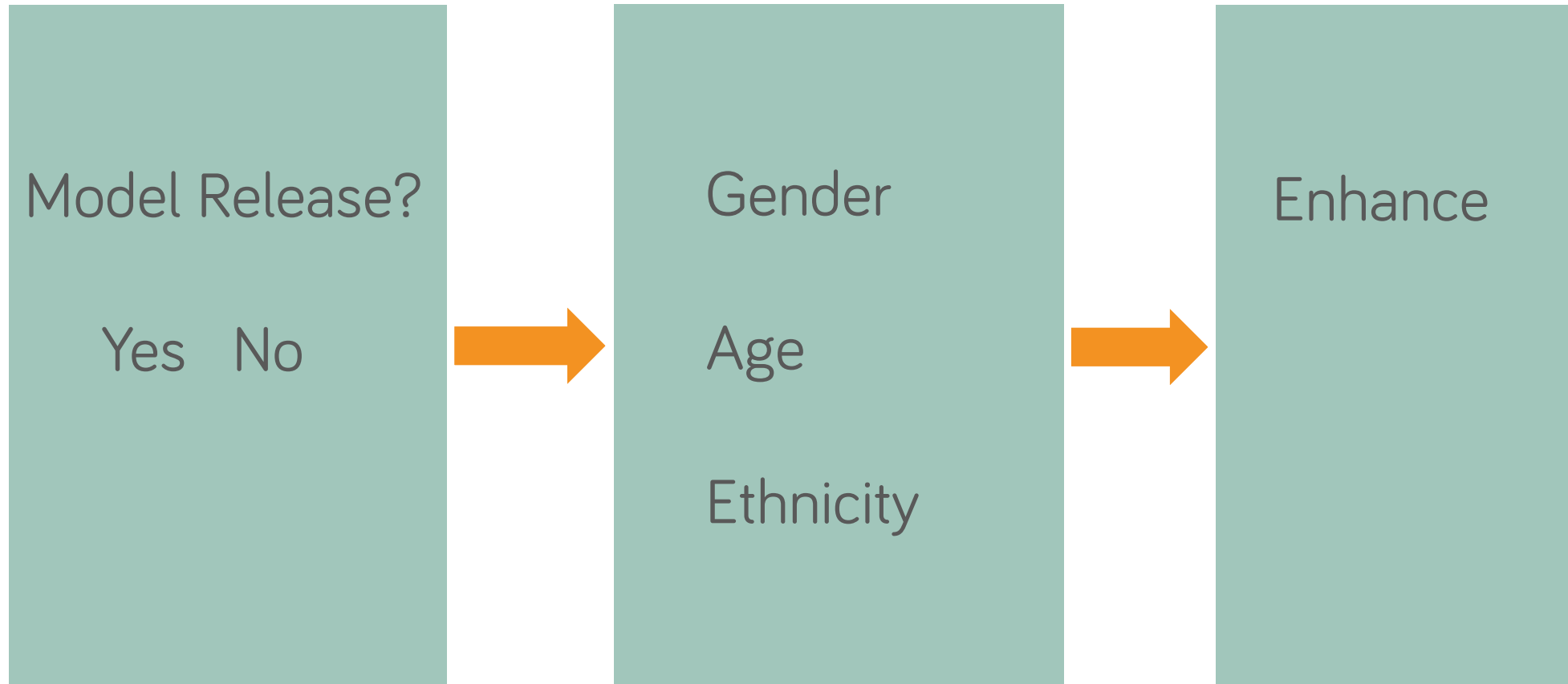
- Male Female Transgender Non-binary Third Gender
 I identify as: _____

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



Part 2 / Keywording Principles

© Marcus Hjelm / Unsplash

AI Keywording

Family

Beach

Sun

Sea

Pier

Water

Vacation

Travel

Wood

Pier

Human Keywording

Nobody

Building

Exterior

Sky

Architecture

Low angle

Perspective

Copy space

In between

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

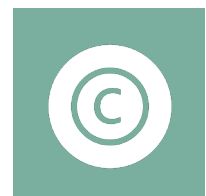
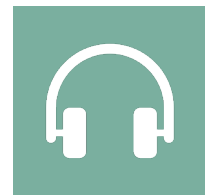


Photo
Video
Audio File
Text File
Brand Collateral



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

Describe

key visual elements

Signify

meaning / purpose of visual

Assign

relevant and accurate keywords for
consistent search results



Keywording Task

Consistency

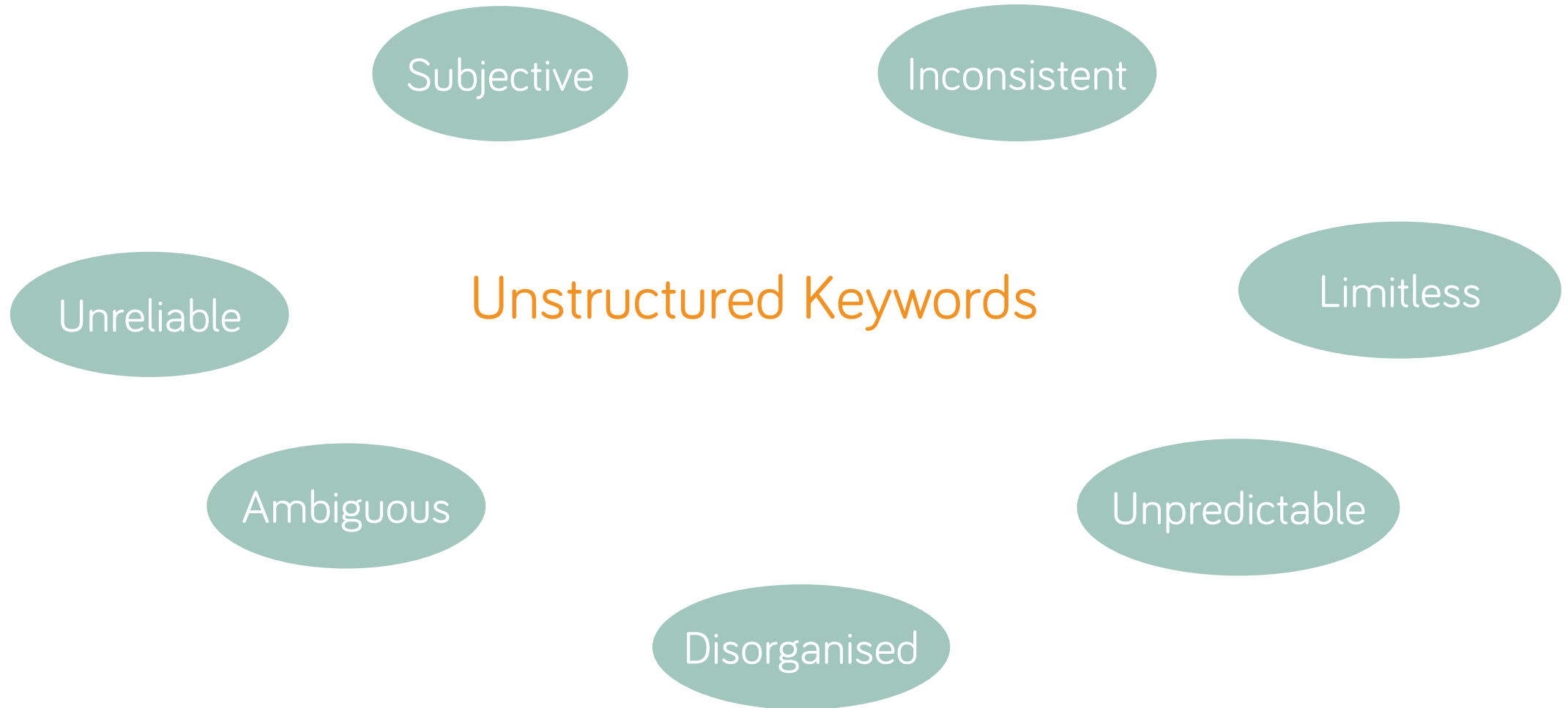
What keywords would you use to Keyword this photo?



Child	Girl	Female
Face	Head	Eyes
Asian	Japanese	East Asian
Train	Vehicle	Transport
Travel	Journey	Public Transport
Window	Looking	Peering
Crowded	Commuting	Busy
Obscured	Cropped	Copy space
Real people	Authentic	Lifestyle
Innocence	Childhood	Routine
Trapped	Lost	Adventure

Part 3 / Keywording Process

Consistency



Part 3 / Keywording Process

Consistency

Who

People

Child

What

Object

Window

Where

Setting

Train

When

Time/Event

Morning

Why

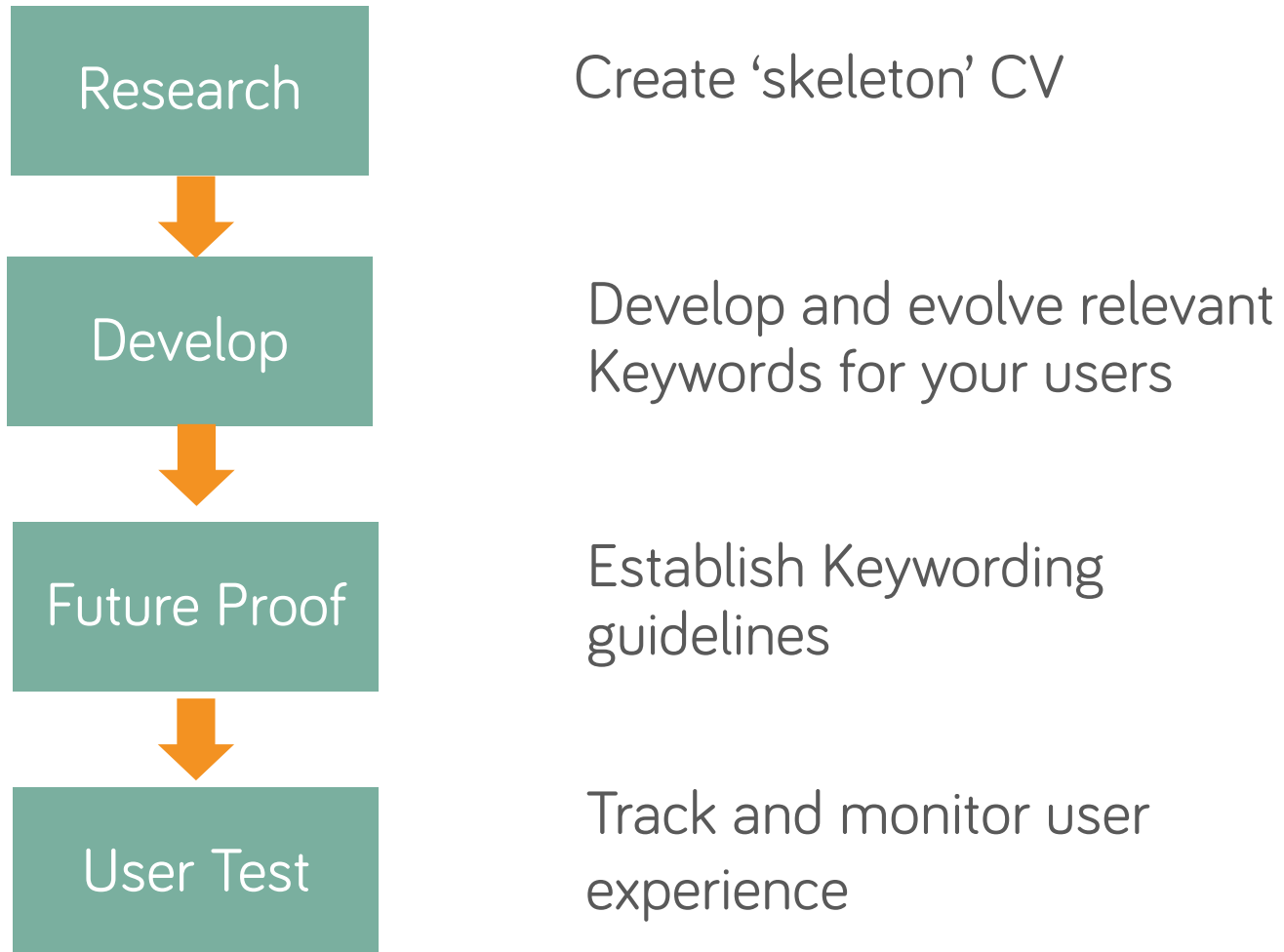
Meaning

Journey

Child	Girl	Female	People Terms
Face	Head	Eyes	
Asian	Japanese	East Asian	
Person	People	Young	
Daughter	Transportation	Public Transport	Subjects and Topics
Public	Tube	Alone in a crowd	
Adventure	Fear	Curiosity	
Lost	Trapped	Routine	Concepts
Real people	Authentic	Lifestyle	
Innocence	Childhood	Travel	
Journey	Window	Looking	
Peering	Crowded	Commuting	Descriptive Terms
Busy	Commute	View	
Small	Reflection	Faces	
Obscured	Copy space	Colour	Technical Terms
Cropped	Green	Copy space	

Part 3 / Keywording Process

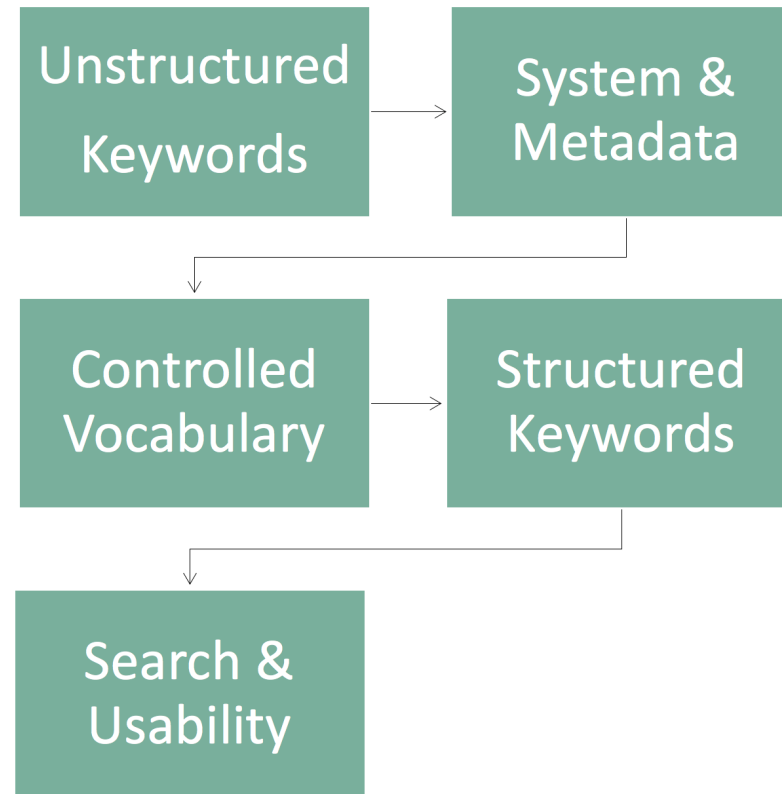
Consistency



Part 3 / Keywording Process

Consistency

Controlled Vocabulary



Part 3 / Keywording Process

Candidate Term

Preferred Term

Synonyms

Hierarchy

Bumblebee



Bee

Bumblebees
Bumble bee
Bumble bees
Bees
Bombus

Insect
Animal

Part 4 /

Creative and Conceptual Keywording

*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

Part 4 / Creative and Conceptual Keywording

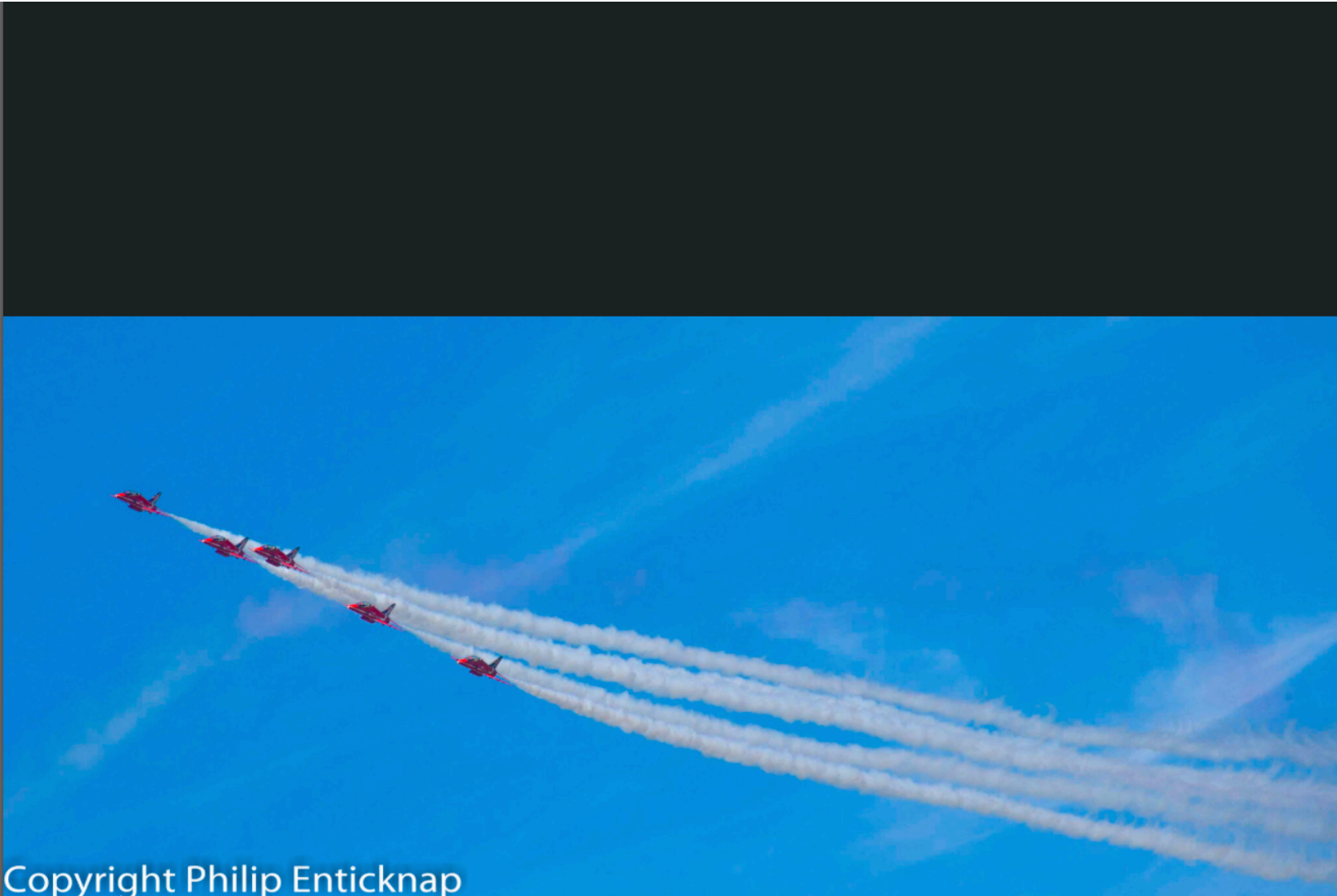


The 80-20 Ratio

20% Conceptual Terms

80% Visual Attributes

Part 4 / Creative and Conceptual Keywording



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Philip Enticknap • 1st

Lifelong Career Professional Photographer. St...

5h •



Keywording is key to selling just about anything on line 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](#)

3 • 3 comments

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Part 4 / Creative and Conceptual Keywording

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



Questions



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