

## Alamy Keyword Tool . . .

FIRST CATALOG PAGE

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The launch this week of a test version of Alamy's new keyword measuring tool could represent a significant improvement for photographers who are serious about licensing their images.

ABOUT THE PHOTOGRAPHERS

Though stock photography distributors increasingly require that photographers keyword their own images, the actual practice of assigning appropriate descriptive words to an image remains baffling.

FIND A PHOTOGRAPHER

It is impossible to fully imagine exactly which words and terms another person might use in searching for an image. This in itself can result in a significant level of anxiety for photographers whose livelihoods depend on showing the right images to appropriate buyers.

FIND AN AGENCY

But, the situation is exacerbated, when distributors provide little information about the inner workings of their particular search engines. Synonyms, antonyms, homonyms, plurals, phrases, misspellings and a number of other factors can be handled differently by various search engines. This means images with the same set of keywords will provide inconsistent results from different search engines.

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Ever wonder what it takes to make an image like this?

John Terence Turner's new column is all about creating great photos

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