

Captions and Tags checklist

Captions

- **Is there someone or something in the photograph?** If yes, who/what? Is it a young boy, is it a celebrity, is it prickly pear cactus?
- **When was the photo taken?** Is the date going to be relevant for the customer?
- **Where was the photo taken?** If you think the date's important – you took the photo during the Tour de France or at the Niagara Falls - include the city, county/state/region and country.

If you've followed the above steps, you should end up with a caption like this: "Young boy at the Tour de France in 1997 in Plumelec, France.". Remember who, what, where, when.

Tags

- **What does this photograph show?**
- **Have I checked Alamy measures?** If there are words customers are searching for which match your image, include those tags.
- **Does the picture evoke a certain feeling or emotion?** Does it make you sad, happy, cold?
- **Are there people in the photograph?** If so, are they smiling, are they sat down, how old are they? What ethnicity are they?
- **Am I tagging a landscape photograph?** If so, have I included a tag for the fact it's sunny or raining?
- **Can I add derivations?** For example, America, US, United States, United states of America, USA, the states. It's better to add them all than rely on a customer using the same one as you.
- **Would I want the customer to see this picture if they searched "winter"?** If the season is relevant, make sure to include it as a tag.
- **Are there plants or animals in the photograph?** Have I included the Latin names? Our customers may use the Latin names when searching.
- **Is there room for the customer to add text to the image?** Add the tag "copy space" if there is.
- **Have I ran out of relevant words that I can add as tags?** Great news! Don't worry about adding more, even if you haven't added all 50.
- **Have I made 10 of my tags supertags?** To make a tag a supertag all you need to do is click onto the 'star' on the tag and this will turn blue and become a supertag.