

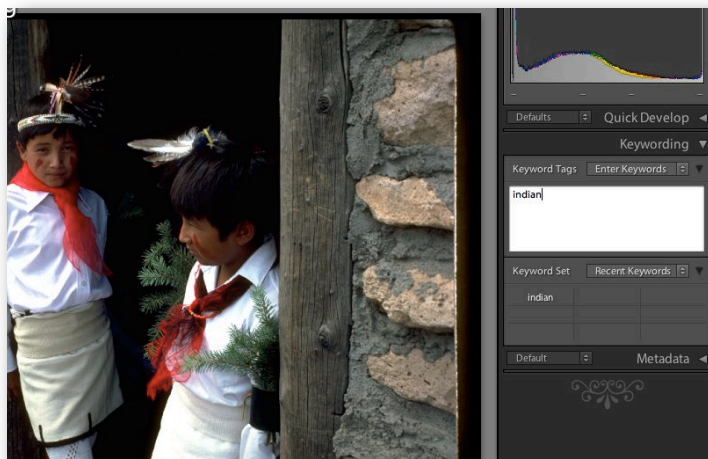
The fotoKeyword Harvester™ Quick Start Guide

The Problem

Keywording is a language that is defined by the people who are looking for images; the photo buyers, not the people who are supplying them; the photographers. This is because a language is developed by using the words that you think will get the results you want. If the words you use don't get the results, you try different words until you get what you want.

If you haven't learned the language of keywording it's because you don't search for images and constantly refine the words you use, through a process of trial and error, to find the photos you want. Photo buyers are the ones who use words to find images, and they need to get good results quickly.

The more you understand the language of keywording, the more successful you will be in having your images found by photo buyers. You need to speak the same language as them.



Another problem is that you can't be faced with a blank screen every time you have an image to keyword. It's just too much work when you're dealing with thousands of images.

You need help with the overwhelming and tedious job of keywording your photos!

The Solution

When you use the fotoKeyword Harvester, you'll get help learning the language of keywording.

The fotoKeyword Harvester speeds up the process of keywording images; you don't need to repeat unnecessary tasks over and over again.

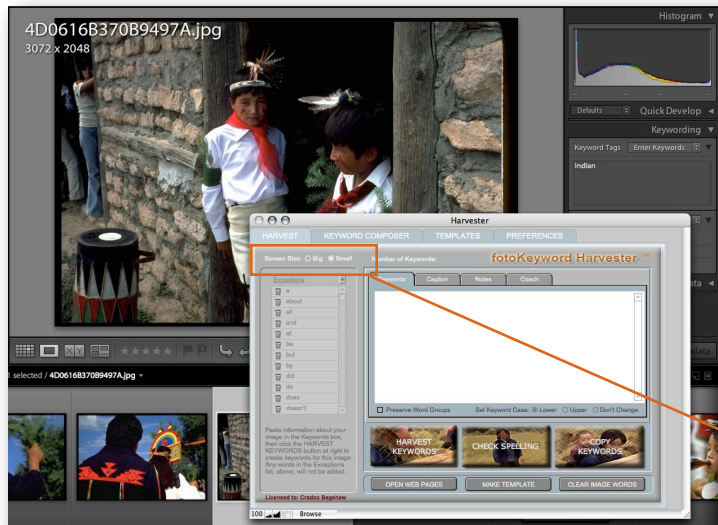
It's fast, it's accurate, and it's easy to use. Your keywording nightmares are over!



The 10 Steps to Keywording with the fotoKeyword Harvester™

Step 1 Choose an Image to Keyword

Select a photo you wish to keyword in your image editor or cataloging program. The fotoKeyword Harvester works side-by-side with these programs, and all of your keyword metadata will be saved in your editing program.



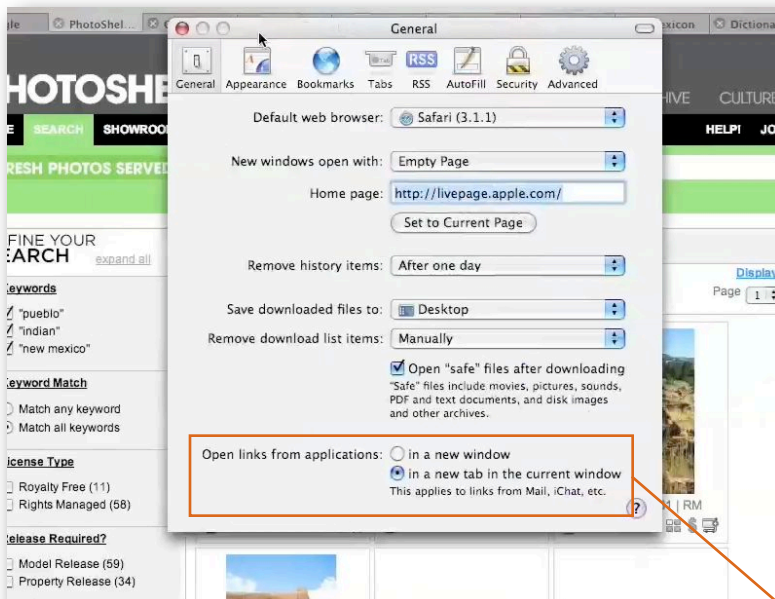
Leave your image editing program open on your desktop so you can see the image you've chosen to keyword.

You can make the Harvester window smaller, to see the picture you're working on, then larger to comfortably work on the keywords.

Screen Size: ☒ Big ☐ Small

Step 2 Set up Tabbed Browsing

The fotoKeyword Harvester helps you research keywords quickly by using the tabbed browsing feature in your web browser. The program opens ten web pages, of your choice, each in a different tab. All the web pages are active and open at the same time, and to look at a new web page you just click on a new tab.



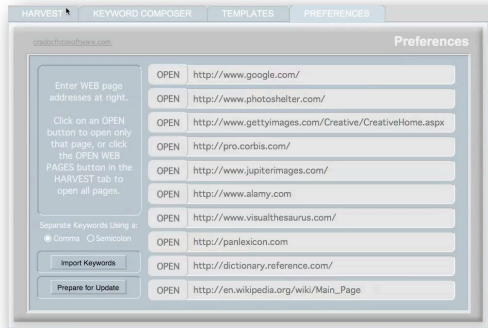
All three major browsers, Safari on the Mac, Firefox and Internet Explorer on Windows and Mac, support tabbed browsing.

You'll need to get set up for your web pages to display correctly. In your browser, select Preferences. Then under the General heading, click on "Open links from application".

Select "open in a new tab in the current window".

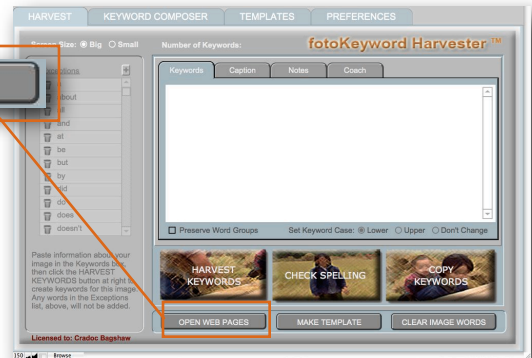
Step 3 Open Web Pages

In the main fotoKeyword Harvester screen click the Open Web Pages button.



OPEN WEB PAGES

Select the Preferences tab to open web pages one at a time, or to change or add new web page addresses.



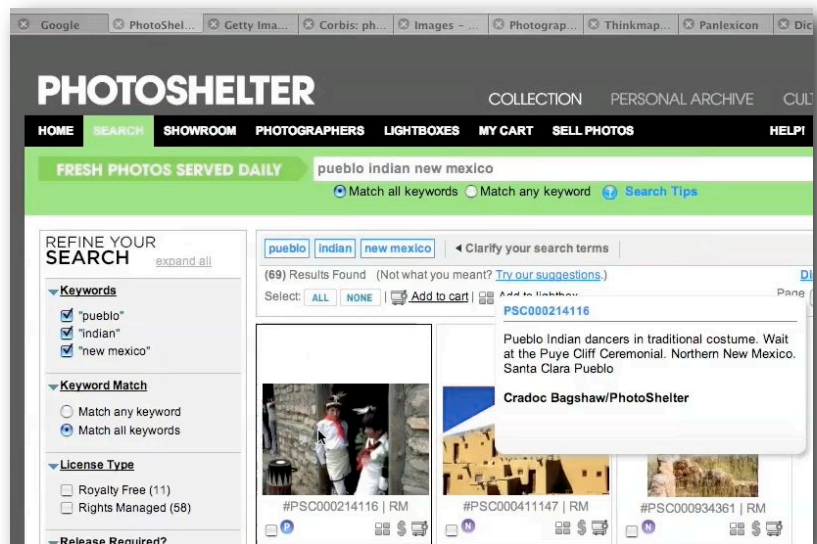
When you have your cataloging program, the web browser and the fotoKeyword Harvester open at the same time on your desktop, the best way to quickly switch back and forth between them is to hold down the

Command key on the Mac, or the Alt key on Windows, and tap the Tab key to cycle through your open programs until you get to the one you want. Then let go of the Command or Alt key. The program you choose will come to the top.

Step 4 Research the Keywords for your Image

Start to research the keywords for your image by selecting tabs in your browser where you think you will most likely find words that describe the image you're working with.

See what keywords are used with images that are similar to yours at different stock agencies. Check an online thesaurus for related words to those you've found. Check out the online dictionary. Search for location names and spellings in Google, or background information in Wikipedia.



Select the group of words, or text, from each source. Don't worry about the formatting.

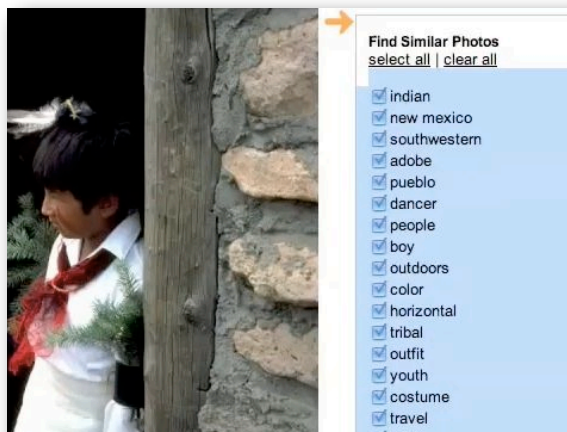
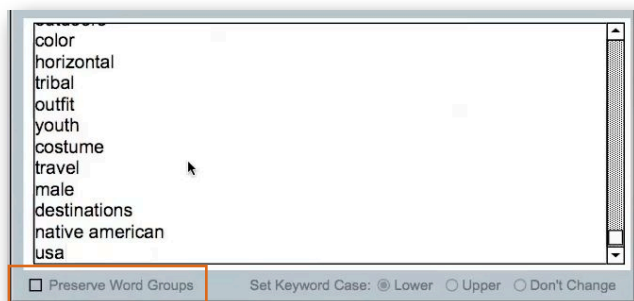
Important note: If you intend to just copy someone else's keywords you don't need the fotoKeyword Harvester. Just copying keywords won't give you the words you need for your specific image, and with sloppy keywording your image may never be seen by photo buyers.

The purpose of the fotoKeyword Harvester is to make it easy to research images on the Internet, the same way photo buyers do. Find the words that are attached to images that are similar to yours, then combine and edit these words to best describe your specific image.

Step 5 Paste words into the fotoKeyword Harvester

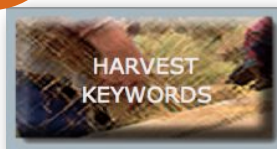
Paste the words and text you found on the Internet into the keyword window in the main Harvest screen. Don't worry about the formatting.

Initially, you'll want to paste your words and text into the keyword window with the Preserve Word Groups box unchecked, so the pasted words will be entered individually with commas (or semi-colons) between them once the Harvest Keywords button is clicked.



With the various formats and types of information that you'll harvest from your Internet searches, this is the quickest way to build a clean keyword block.

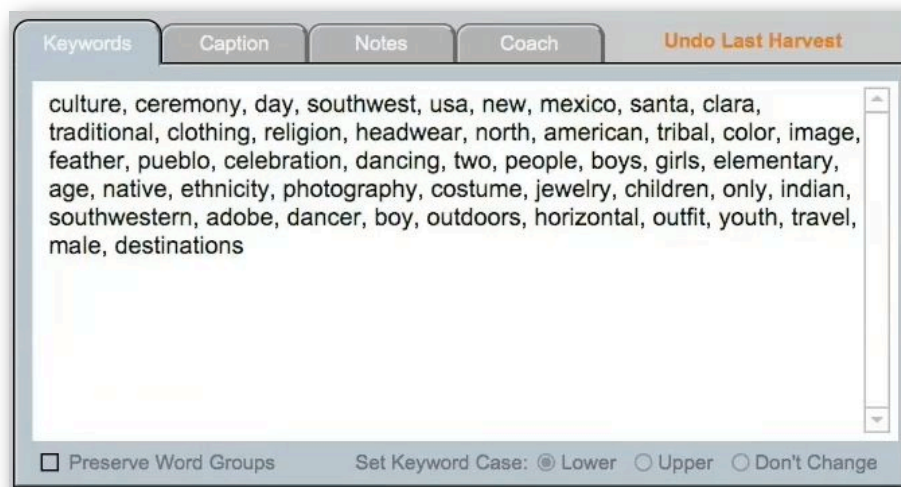
Step 6 Harvest the Keywords



When you click the Harvest Keywords button your collected search results are combined into a cleanly formatted keyword block, with all of the duplicate words, and words in the Exceptions list, automatically removed.

Once you have your basic words cleaned up, and are ready to refine your keywords, check the Preserve Word Groups box.

This way you can remove the commas, or put spaces between, words that you don't want broken up into individual words in the future. Words like United States, or state names like New York or New Mexico.



Important Note: The Harvester is the perfect tool for adding your existing captions or keywords to this new group of words. Just capture any metadata that already exists for your image and paste it into the Harvester's keyword window, and process it along with everything else.

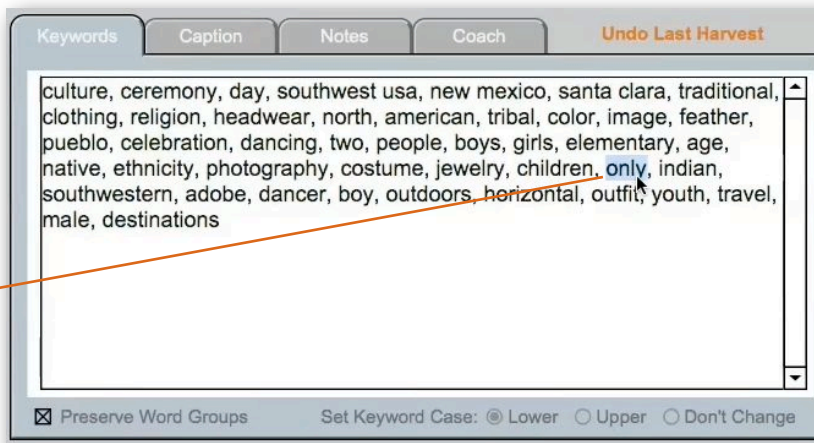
Step 7 *Refine your Keywords*

You don't need to be too careful as you grab, or harvest your words.


Once you've gathered your "raw material" from the Internet, delete any words that don't describe your image by double clicking on them, and hitting the delete key.

It's much easier to recognize the words that don't describe your image, and then delete them, than it is to think of all the words you need while you look at a blank window every time you have a new image to keyword.

Don't worry about removing extra commas or cleaning up the keyword block. Just click the Harvest Keywords button anytime you want to clean up the keyword window.



Step 8 The Keyword Composer™

Now its time to fine-tune your keyword block with the built-in controlled vocabulary feature,  called the Keyword Composer.

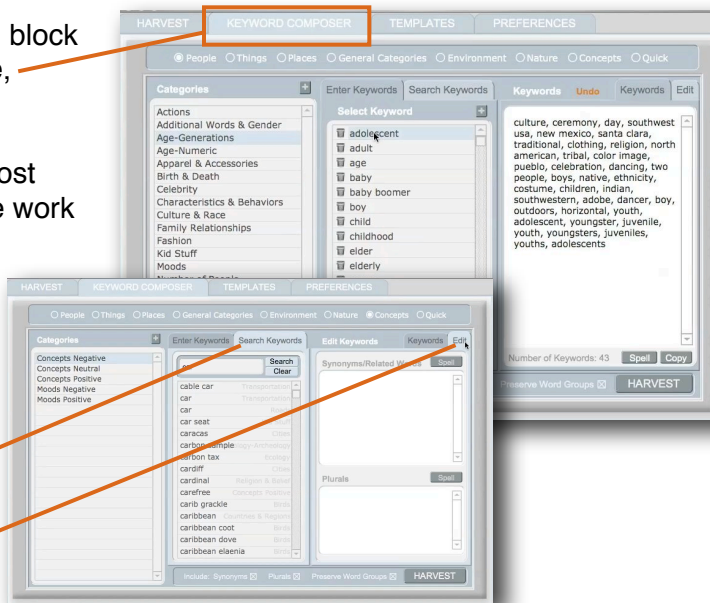
By the time you get here, the place where most other keywording programs start, most of the work has already been done, and you already have a good group of keywords started.

Quickly scan for words that you didn't find on the Internet, and add them to your block of keywords.

Search for keywords in the Search tab.

Edit synonyms, related words and plurals in the Edit tab of the Keyword Composer to suit your needs.

Add new categories and keywords by selecting the + sign. Delete keywords by clicking the trash can.



Quick Tip

Undo Buttons



If you ever Harvest your keywords and you don't like the results, you can Undo the Last Harvest. You can also Undo after you click the the Clear Image Words button, or after transferring a Template to the keyword window.

Step 9 Spell Check your Keywords

After you have created your final keyword block, use the Check Spelling button in the Harvester main screen, or the main Keyword Composer screen.

One of the biggest complaints we heard from the stock agencies we spoke with about keywording is that they get so many images submitted with misspelled keywords.

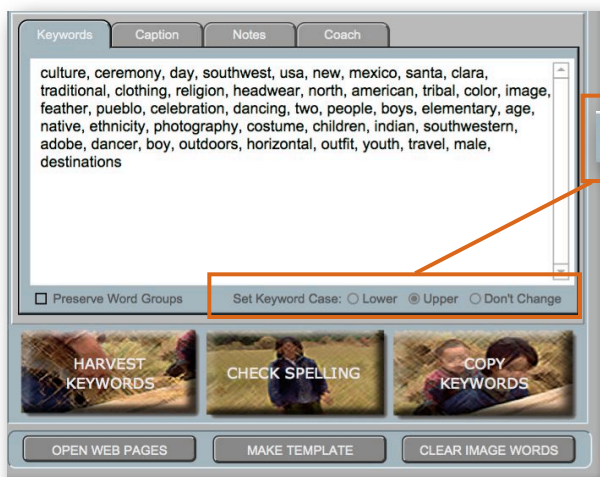


You might also consider adding commonly misspelled words (foreign/foriegn), along with alternative international spellings ((gray/grey).

Quick Tip

Keyword Case Buttons

When you include proper nouns in your keyword block, set the keyword case to Upper and click the Harvest button on the main Harvest screen before you do a spell check. This keeps the spell check from trying to capitalize all of the proper nouns if they are listed in lower case.



Set Keyword Case: ☐ Lower ☒ Upper ☐ Don't Change

Once the spell check is done, you can reset the Lower case button, if that is your preference, and click the Harvest button again.

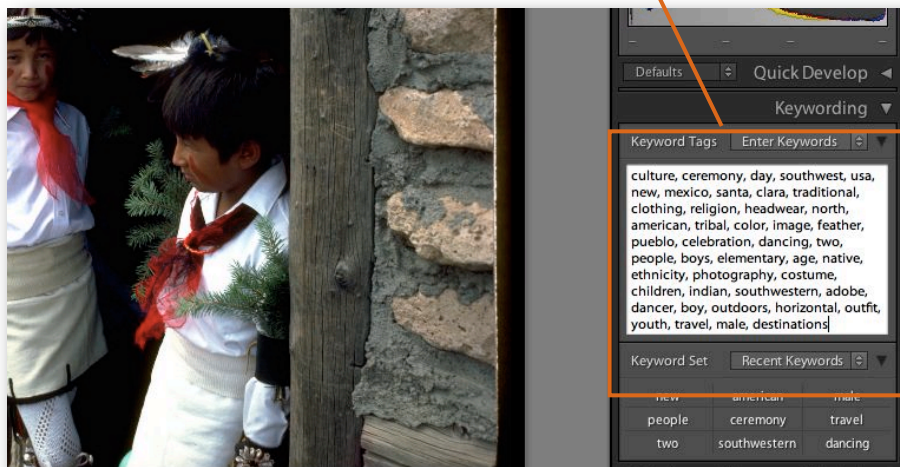
Step 10

Copy and Paste



Now copy the final keyword block from either the Keyword Composer screen or the main Harvest screen of the fotoKeyword Harvester.

Then paste the keyword block into the metadata tag, or keywording section, of your selected image into your image editor program.



And you're done!

Select another image you want to keyword.

Then go back into the fotoKeyword Harvester and click on the Clear Image Words button, and start the process all over again.

Quick Tip

Create Templates

Once you have a block of keywords that you think would be useful for similar images in the future, save that block of keywords as a template in the fotoKeyword Harvester. This can be a real time saver!

The templates can be organized into groups to make them easy to find. You can transfer the template to your keyword window, either adding it to the existing keywords you're working with, or completely replacing that block of keywords.

If you keyword your images correctly, it could mean thousands of dollars in income to you over time.

If you do a bad job keywording your images they probably will never be seen again. So take the time to do a good, careful job keywording your images, make some money, and enjoy your photography.

