

## TUTORIAL 17 IMAGES: GOING ONLINE



This tutorial has been produced by The Australian Tourism Data Warehouse as part of the complete online education program, Tourism e-kit

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## IMAGES: GOING ONLINE

Reading time: 25 minutes

Prerequisite: Images 101

The previous tutorial explained the basic concepts when using images. This tutorial will examine copyright and search engine optimisation for images.

### 1) GAINING PERMISSION FROM MY GUESTS

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If you have taken any photos or videos of your guests or visitors, you will require their permission to use the material in order to promote your business. Below is an example of a picture or video release form. We suggest you make your own and check with your legal advisor.

<p><b>Picture/Video Release Form</b></p> <p>I hereby give [YOUR BUSINESS NAME HERE] permission to take photographs/videos of me or photographs/videos in which I may be involved with others for the purpose of promoting [YOUR BUSINESSSS NAME HERE]. I also give the permission to use both photographs/videos that I took and/or photographs/videos that [YOUR BUSINESSSS NAME HERE] took of me to publish the same, including web and/or electronic usage, without incurring any debts of liabilities of any kind.</p> <p>First name: _____ Last name: _____</p> <p>Address: _____</p> <p>City: _____ Post code: _____ State: _____</p> <p>Country: _____</p> <p>Email: _____</p> <p>Date: _____</p> <p>Signature: _____ (parent/guardian signature if minor or under 18)</p>
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## 2) COPYRIGHT AND USING OTHER PEOPLE'S IMAGES

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If you would like to use photos that you found on the Internet, you will need to abide by copyright law.

### a) Strict copyright

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Copyright protection is free and automatically applies when material such as writing, visual images, music and moving images is created. This signifies that **you could be infringing copyright law by using a photo that you did not take.**

For more information about copyright in Australia, visit: [www.copyright.org.au/information/cito14/wp0125](http://www.copyright.org.au/information/cito14/wp0125).

### b) Creative Commons licences

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Creative Commons was founded in 2001. The aim of Creative Commons is to “build a layer of reasonable, flexible copyright in the face of increasingly restrictive default rules”. What resulted from this is the **possibility for you to utilise artwork that is licensed on more flexible terms than just pure “all rights reserved” copyright.**

There are currently 6 different Creative Commons licences which you can adopt to share your images, videos etc online:

- Attribution



This license lets others distribute, remix, tweak, and build upon your work, even commercially, as long as they credit you for the original creation. This is the most accommodating of licenses offered, in terms of what others can do with your works licensed under Attribution.

- Attribution No Derivatives



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- Attribution Non Commercial



## Attribution Non-Commercial

This license lets others remix, tweak, and build upon your work non-commercially, and although their new works must also acknowledge you and be non-commercial, they don’t have to license their derivative works on the same terms.

- Attribution Non Commercial Share Alike



## Attribution Non-Commercial Share Alike

This license lets others remix, tweak, and build upon your work non-commercially, as long as they credit you and license their new creations under the identical terms. Others can download and redistribute your work just like the Attribution Non-Commercial No-Derivatives license, but they can also translate, make remixes, and produce new stories based on your work. All new work based on yours will carry the same license, so any derivatives will also be non-commercial in nature.

- Attribution Share Alike



## Attribution Share Alike

This license lets others remix, tweak, and build upon your work even for commercial reasons, as long as they credit you and license their new creations under the identical terms. This license is often compared to open source software licenses. All new works based on yours will carry the same license, so any derivatives will also allow commercial use.

More information can be found on the Creative Commons website: <http://wiki.creativecommons.org/FAQ>

### c) Where do I find photos under the Creative Commons licence?

The easiest, all-in-one way is to install the Firefox browser (instead of Internet Explorer) and use the Creative Commons search toolbar.

Firefox is becoming the leading browser and you can download it for free here: [www.mozilla.com/en-US/firefox](http://www.mozilla.com/en-US/firefox). Once installed, you will see the toolbar on the top right corner of the screen. Just click on the G with the little arrow and it will open a drop-down menu where you will select Creative Commons. All you then need to do is search for a photo (e.g. Eiffel Tower) using this search bar and it will display material under Creative Commons licence.



If you do not wish to install Firefox, simply navigate to <http://search.creativecommons.org/> and use their search bar on the top of your screen.

Other sources of Creative Commons that you might want to use for your tourism business are:

- Flickr [www.flickr.com](http://www.flickr.com) (only search within Creative Commons-licensed content)
- Wikimedia <http://commons.wikimedia.org>

Once you have found an image you like, you **have to** search on the page for the Creative Commons licence and restrictions. These restrictions will look similar to the image on the right. How you are allowed to use the artwork will be clearly indicated.



Screen capture copyright: Creative Commons

### d) What are Stock photos?

Stock photos are images, photos or graphics that can be purchased and used repeatedly by the user. Stock photos can be:

- Royalty-free: free of royalty fees **but you still have to pay for the photo**
- Totally free: free of royalty fees and you do not need to pay for the photo.

If you intend to use totally free stock photos, it is recommended to always check if they are under a Creative Commons licence and how you need to reference the image.

Below is a summary of the main sites where you can search for stock photos:

Royalty-free (\$)	Totally free
<a href="http://www.istockphoto.com">www.istockphoto.com</a> <a href="http://www.shutterstock.com">www.shutterstock.com</a>	<a href="http://www.sxc.hu">www.sxc.hu</a> <a href="http://www.stockvault.net">www.stockvault.net</a> <a href="http://www.everystockphoto.com">www.everystockphoto.com</a>
Tourism specific	
<a href="http://www.fotosearch.com/photos-images/tourism.HTML">www.fotosearch.com/photos-images/tourism.HTML</a> <a href="http://www.123rf.com/stock-photo/tourism.HTML">www.123rf.com/stock-photo/tourism.HTML</a>	

If you intend to use stock imagery, do it wisely and complement it by real photos taken at your property.

### 3) IMPORTANCE OF IMAGES TO SEARCH ENGINES

Now that you have all your images, you will need to put them online. If you have a content management system it is very simple to do. If you do not have a content management system but would like to add, remove or change photos on your website, it is best to contact your web developer and ask them to change the photos.

#### a) Images and search engines

##### Search engines now index images

Images used to have one main purpose only: making your website look good. Things have since changed and search engines can now index images. This means that **images have a new purpose: improving your search engine results and directing visitors to your website.**

Search engines cannot “view” pictures as such. They rely on text to understand what the image is about. You will find below a strategy to follow to give search engines an understanding of what your image is about.


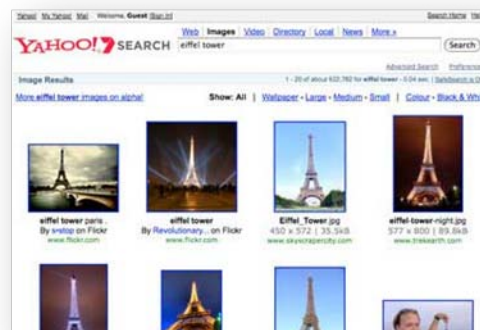
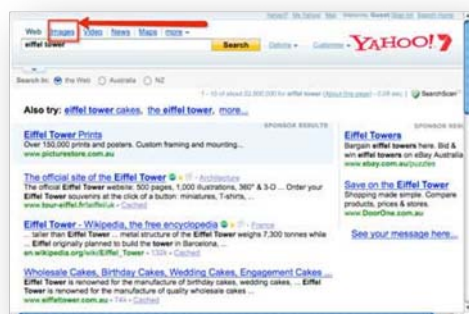
<p><b>File name</b></p>	<p>Use descriptive words in your file name:</p> <p><i>Uluru-bushwalking.jpg instead of DCM43x9AG.JPG</i></p> 
<p><b>Image “Alt” tag</b></p>	<p>Always use the Alt tag and ensure you are using keywords. You will be able to edit all your images’ Alt tags in your content management system.</p> <p><i>Bushwalking adventure in Uluru instead of John and Jane walking near the lake</i></p>
<p><b>Text around the image</b></p>	<p>Search engines use the text surrounding an image to understand what the image is about.</p> <p><i>Come and join our 4-day adventure tour at Uluru. Bushwalking at sunrise, feeding the kangaroos and camping in swags are what you can expect at MyUluruAdventure</i></p>
<p><b>Clues or tags</b></p>	<p>These are used by social media sites such as Flickr, Facebook. Ensure you tag all your photos with numerous descriptive tags.</p> <p><i>Uluru, travel, adventure, camping, swag, kangaroos, morning bushwalk ....</i></p>
<p><b>The general nature of the website</b></p>	<p>Keep in mind that search engines are proficient at understanding semantics (linguistic meaning) of webpages. Always ensure that your images are very relevant to the content of each of your webpages.</p>

Photo Credit [http://flickr.com/photos/the\\_guenni/](http://flickr.com/photos/the_guenni/)

## Using search to find images

When a searcher looks for images, they enter the keywords describing the images they are hoping to find in a search engine, start the search and then click the image tab on the search engine.

The screenshots below show the image results search for “Eiffel tower” on Yahoo! and Google.



Screen capture copyright: Yahoo, Google

## Universal search

Searching for images, as seen above, involves a click on the “image” tab of the search engine. However, Google soon realised that users were not using these tabs (images, video, maps etc) and started to blend the content of these tabs in normal search results. This is what is called **Universal Search**.

The two most striking examples of Universal Search in the tourism industry are the integration of Google Local Business Search and Images in search engine results. In Australia, Google has been slower at integrating images as part of search results than in the USA. One can however expect the integration to be finalised shortly.

Below are:

- A screen capture of a search for “bed and breakfast Perth” illustrating local search results amongst organic search results.
- A screen capture of a search for “Eiffel tower” illustrating image search results amongst organic search results.





Screen capture copyright: Google

## 4) HOW CAN I SHOW MY IMAGE NOT ONLY ON MY SITE BUT ALSO ON OTHER SITES?

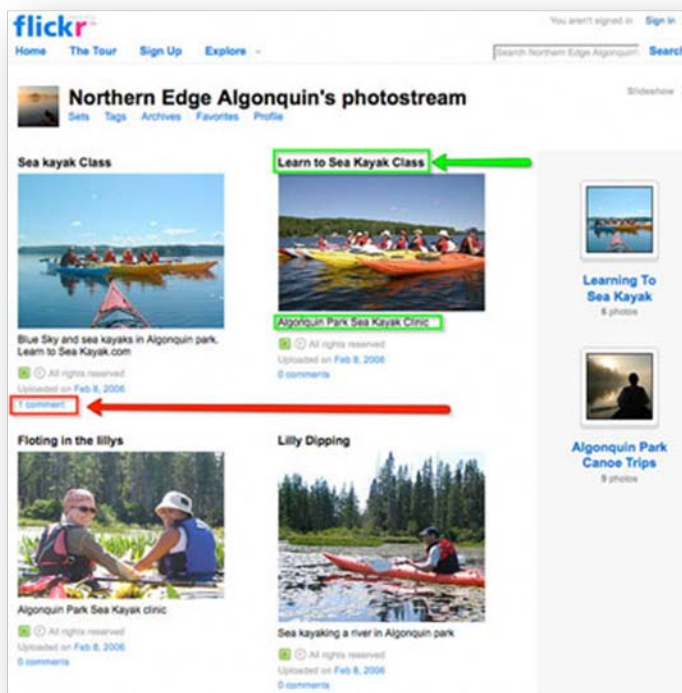
One of the main advantages of the evolution of the Internet (web 2.0) for the tourism industry is photo sharing. You are now able to take your photos beyond your website and post them on photo sharing sites, thus increasing your online visibility. This is free.

Please keep in mind that your clients can also do the same and post their photos of their holiday at your property on the web. Ask them to tag them with your business name to maximise your exposure!

There are many photo sharing sites, a few of the most popular ones are:

- Flickr: [www.flickr.com](http://www.flickr.com)
- Picasa Web Albums: [www.picasaweb.google.com](http://www.picasaweb.google.com)
- Photobucket: [www.photobucket.com](http://www.photobucket.com)
- Panoramio: [www.panoramio.com](http://www.panoramio.com)

Below is an example of how you could use these tools (Flickr in this instance) to promote your photos.



Screen capture copyright: Northern Edge Algonquin

As you can see, Northern Edge Algonquin has maximised its visibility on Flickr:



- The business name is prominent.
- Each photo has been given a meaningful, keyword-rich title (e.g. learn to sea-kayak class).
- Each photo has a description (e.g. Algonquin park sea kayak clinic).
- People (such as past clients) are able to comment on the photos.

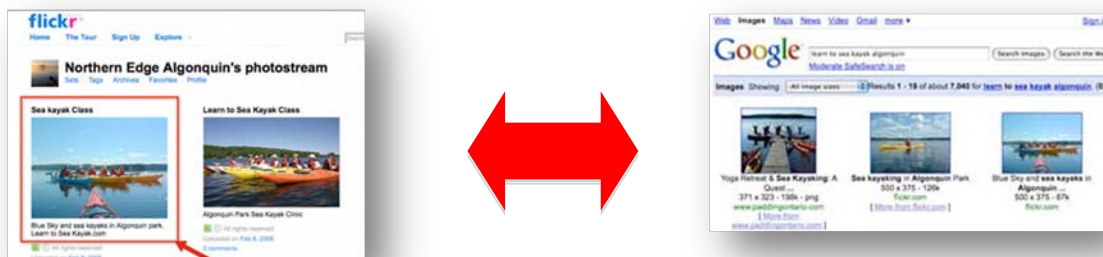
When clicking on a photo, one can notice the tags (labels or clues) that have also been assigned by the business owner to the photos. In this instance, tags are:

- Sea kayak
- Learn to sea kayak
- Sea kayak lessons

TAGS ARE USED AS KEYWORDS OR CATEGORY LABELS. WHEN SOMEONE SEARCHES FOR A PHOTO ON A PHOTO SHARING SITE, THE LATTER SEARCHES FOR THE TAGS THAT MATCH THE KEYWORDS ENTERED BY THE USER.

More importantly, as seen under the paragraph about images and search engines, tags tell search engines what a photo is about.

The screenshots below are the proof: the first image on the left of the Flickr page has been tagged with “learn to sea kayak”. When one searches for “learn to sea kayak Algonquin” in Google image search, it comes in third position!



Watch this video explaining photo sharing in plain English:

[www.YouTube.com/watch?v=vPU4awtuTsk&NR=1](http://www.YouTube.com/watch?v=vPU4awtuTsk&NR=1)

Screen capture copyright: Northern Edge Algonquin, Google

## 5) GOOGLE IMAGE OPTIMISER

Google Image Optimiser is a Google tool accessible through your Google account. Follow the below steps to activate it and make your image more Google-friendly:

- Log on to your Google account
- Visit [www.google.com/webmasters/tools](http://www.google.com/webmasters/tools) to set up a Google webmaster tool sub-account
- Click on the Tools menu (left)

- Then click the Enhance image search sub menu
- Tick the box “I would like to enable enhanced image search on my site and am authorized to opt into this advanced service”
- Click OK

## 6) RELATED MATERIAL

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### a) Related tutorials

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- Images
- What is a content management system
- Google tools

### b) Related websites

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- Photos to build inbound links: [www.smallbusinesssem.com/using-photos-to-build-inbound-links/1073](http://www.smallbusinesssem.com/using-photos-to-build-inbound-links/1073)
- Creative commons licenses: <http://creativecommons.org/about/licenses>