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Tutorial 17

Images - Going Online

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

Reading time: 25 minutes

Prerequisite: Images 101



This tutorial is part of the complete online education program, the Tourism e-kit.



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1. Gaining permission from my guests

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.

Picture/Video Release Form

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 BUSINESS NAME HERE]. I also give the permission to use both photographs/videos that I took and/or photographs/videos that [YOUR BUSINESS NAME HERE] took of me to publish the same, including web and/or electronic usage, without incurring any debts or liabilities of any kind.

First name: _____ Last name: _____

Address: _____

City: _____ Post code: _____ State: _____

Country: _____

Email: _____

Date: _____

Signature: _____
(parent/guardian signature if minor or under 18)

2. Copyright and using other people's images

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

a) *Strict copyright*

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/cit014/wp0125.

b) *Creative Commons licences*

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 6 different Australian Creative Common 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

- This license allows for redistribution, commercial and non-commercial, as long as it is passed along unchanged and in whole, with credit to you.

Attribution Non Commercial No Derivatives

- This license is the most restrictive of our six main licenses, allowing redistribution. This license is often called the “free advertising” license because it allows others to download your works and share them with others as long as they mention you and link back to you, but they can't change them in any way or use them commercially.

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

- 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

- 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?*

To find images under Creative Commons licencing navigate to

<http://search.creativecommons.org/> and use the search bar on the top of the screen.

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

- Flickr www.flickr.com (only search within Creative Commons-licenced 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.

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
<ul style="list-style-type: none"> • www.istockphoto.com • www.shutterstock.com 	<ul style="list-style-type: none"> • www.sxc.hu • www.stockvault.net • www.everystockphoto.com
Tourism specific	
<ul style="list-style-type: none"> • www.fotosearch.com/photos-images/tourism.HTML • www.123rf.com/stock-photo/tourism.HTML 	

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.


File name	<p>Use descriptive words in your file name:</p> <p>Uluru-bushwalking.jpg instead of DCM43x9AG.JPG)</p>	
Image “Alt” tag	<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>Bushwalking adventure in Uluru instead of John and Jane walking near the lake</p>	
Text around the image	<p>Search engines use the text surrounding an image to understand what the image is about.</p> <p>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</p>	
Clues or tags	<p>These are used by social media sites such as Flickr, Facebook. Ensure you tag all your photos with numerous descriptive tags.</p> <p>Uluru, travel, adventure, camping, swag, kangaroos, morning bushwalk</p>	
The general nature of the website	<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/

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 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 Places (the map) 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 two screen captures of a search for “Eiffel tower” illustrating both Google Places and image search results amongst organic search results on Google.



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!

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

- Flickr: www.flickr.com
- Photobucket: www.photobucket.com
- Picasa Web Albums: www.picasaweb.google.com
- Panoramio: 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

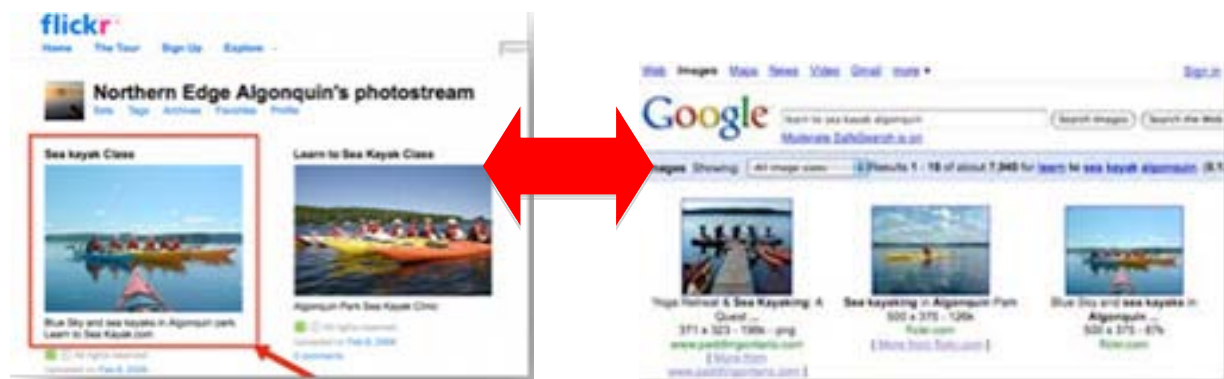
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- Sea kayak lessons

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

Screen capture copyright: Northern Edge Algonquin, Google

5. Key learning outcomes

- You are not allowed to use images you find on the Internet unless you own the copyright or have been granted permission to use these images (e.g. creative commons licence)
- Images are not visible to search engines. To optimise your images for search you need to give them a keyword rich file name and a keyword-rich Alt attribute
- Ensure you consider sites such as Flickr to give more exposure to your images.

6. Related material

a) Related tutorials

- 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
- Creative commons licenses: <http://creativecommons.org/about/licenses>