

Stock Photo Agency Offers Free Captioning and Keywording Advice from Prominent Stock Shooter

PhotoEdit Inc., a California stock photo agency, is now offering a free article on its blog by shooter Jim West regarding various ways in which photographers can improve their metadata skills.

With the goal of assisting stock photographers in their daily editing procedures, Costa Mesa-based agency PhotoEdit Inc. has been working with one of its most prominent shooters, , on an article featuring helpful tips and tricks for metadata management.

Specifically focusing upon keyword and caption management, the article is now available free of charge on PhotoEdit's blog, located at <http://photoeditblog.wordpress.com/2009/08/20/how-to-guide-captioning-and-keywording-by-jim-west/>.

West, who has been a successful stock photographer for over 25 years, delves into the misconceptions about metadata and explains how photographers can improve their rankings in search results through accurate and concise descriptions. Utilizing synonyms and adjectives in proper amounts, appealing to foreign markets, and the differences between various types of publishers are just a few of the topics covered in the article. West's easily accessible writing style helps promote suggestions that will please photo agencies and photographers alike, resulting in higher sell-through rates if implemented properly.

The PhotoEdit blog is devoted to all aspects of photography, including posts by PhotoEdit's own staff and shooters as well as guest authors. Launched in mid-2009, it currently maintains its readership through how-to guides, travelogues, photographer interviews, "in the news" pieces, and photography book excerpts. The agency itself specializes in multi-ethnic photos suitable for publication in textbooks and magazines.

Jim West specializes in images of social issues and the labor movement and is based in Detroit, Michigan. He is a member of the American Society of Media Photographers, International Labor Communications Association, Stock Artists Alliance, and Editorial Photographers. A portfolio of Jim's images is available for review on PhotoEdit's site at <http://www.photoeditinc.com>.

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