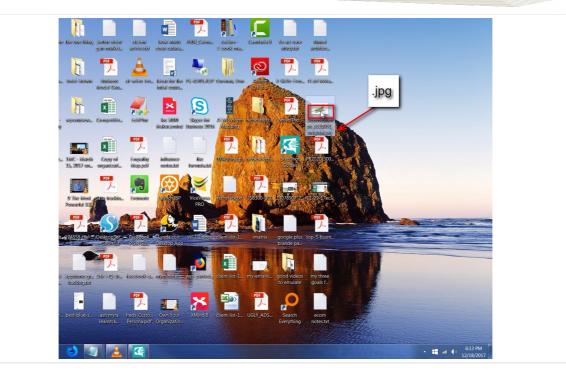


# Wesley J. Harrison

# Image Meta-Data Optimization

How to optimize image meta-data for SEO purposes.



## Right Click on any .jpg image

Right click on the image you are wanting to optimize.

What the actual image itself is of, does not matter, as long as it is a .jpg format



## **Click on "Properties" menu**

Once you have right clicked, scroll down to properties and left click on it to open the properties box.

Wesley J. Harrison Digital limovation & Marketing 816-482-3755		
	Depositphotos_5525951_original.jpg Properties         General       Security       Details       Previous Versions         Pepositphotos_5525951_original.pg       Depositphotos_5525951_original.pg         Type offile:       JPEG image (jpg)         Opens with:       Windows Photo Viewer       Change         Location:       C.\Users\Wes\Desktop         Size:       1.07 MB (1.128.728 bytes)         Size on disk:       1.07 MB (1.130.496 bytes)         Created:       Monday, November 27, 2017, 8:23.05 PM         Modified:       Monday, November 27, 2017, 8:23.05 PM         Accessed:       Monday, November 27, 2017, 8:22.49 PM         Attributes:       Read-only       Hidden       Advanced         Security:       This file came from another computer       Unblock         Mit is computer.       Unblock       Inblock	

## Under 'General' tab, click on "File name" to edit it

Change it to something keyword related. Be sure to keep the file name extension ".jpg" on the end of your new name or the file can be lost.

Example:

ORG name: Depositphotos\_5525951\_original.jpg

New name

bestrestaurantinbluesprings.jpg

ls Previous Versions Value Sage Leaf Sage leaf, reflected on white surf		
Sage leaf, reflected on white surf	-	
herbs; fresh; food; ingredients; sa		
8/3/2007 10:58 AM Adobe Photoshop CS2 Windows		
3456 x 2304 3456 pixels 2304 pixels 300 dpi 300 dpi	Ŧ	
	Adobe Photoshop CS2 Windows 3456 x 2304 3456 pixels 2304 pixels 300 dpi	Adobe Photoshop CS2 Windows 3456 x 2304 3456 pixels 2304 pixels 300 dpi 300 dpi

## Next, click on "Details" tab to open it

This area is for your image 'meta data.'

We are going to address 7 spots.

Title

Subject

WLI Wesley J. Harrison

Rating

Tags

Comments

Authors

Copyrights

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755		
	Ceneral Security       Details       Previous       Vertice         Property       Value       Value       Vertice       Vertice <th></th>	
	Origin Authors Date taken 8/3/2007 10:58 AM Program name Adobe Photoshop CS2 Windows Date acquired Copyright	
	Image         Image ID         Dimensions       3456 x 2304         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi         Vertical resolution       300 dpi         Remove Properties and Personal Information	
	OK Cancel Apply	

## Click in "Title" field to edit

Edit title

ORG: Sage Leaf

New: The Best Restaurant in Blue Springs is Sinclair's Restaurant

H Wesley J. Harrison Digital Innovation & Marketing 816-482-3755	
	Ceneral Security Details Previous Versions
	Property     Value       Description       Title       Subject       Sage leaf, effected on white surf       Rating       Tags       herbs; fresh; food; ingredients; sa       Comments
	Authors       Image         Date taken       8/3/2007 10.58 AM         Program name       Adobe Photoshop CS2 Windows         Date acquired       Image
	Image ID       Dimensions     3456 x 2304       Width     3456 pixels       Height     2304 pixels       Horizontal resolution     300 dpi       Vertical resolution     300 dpi
	OK     Cancel

#### Click in "Subject" field to edit it

Change subject line: Org

Sage leaf, reflected on white surface. Fresh-picked from my herb garden

New: Blue Springs best restaurant is Sinclairs Restaurant

Property       Value         Description	Description       Title       Sage Leaf         Subject       Sage leaf, reflected on white surf       E         Rating       **       **         Tags       herbs; resin 1000; mgredients; sa       Comments         Origin	Depositphotos_5525951_ General Security Details		
Title       Sage Leaf         Subject       Sage part reflected on white surf         Rating       * * * * *         Tags       herbs; mean reflected on white surf         Origin	Title     Sage Leaf       Subject     Sage rat, reflected on white surf       Rating     **       Tags     herbs; resn, root, ingredients; sa       Comments     Origin       Origin		Value	•
Tags       herbs: nesm. too, mgredients; sa         Comments       Origin         Authors       Date taken         Date taken       8/3/2007 10:58 AM         Program name       Adobe Photoshop CS2 Windows         Date acquired       Copyright         Image       Image ID         Dimensions       3456 x 2304         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi	Tags       herbs: mean box mgredients; sa         Comments       Origin         Authors       Authors         Date taken       8/3/2007 10:58 AM         Program name       Adobe Photoshop CS2 Windows         Date acquired       Copyright         Image       Image ID         Dimensions       3456 x 2304         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi         Vertical resolution       300 dpi	Title		Ξ
Authors         Date taken       8/3/2007 10:58 AM         Program name       Adobe Photoshop CS2 Windows         Date acquired       Copyright         Image       Image         Image ID       Dimensions         3456 x 2304       Width         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi	Authors Date taken 8/3/2007 10:58 AM Program name Adobe Photoshop CS2 Windows Date acquired Copyright Image Image ID Dimensions 3456 x 2304 Width 3456 pixels Height 2304 pixels Horizontal resolution 300 dpi Vertical resolution 300 dpi	Tags	**: ** herbs; <del>iresn, 1000, ing</del> redients; sa	
Image ID Dimensions 3456 x 2304 Width 3456 pixels Height 2304 pixels Horizontal resolution 300 dpi	Image ID Dimensions 3456 x 2304 Width 3456 pixels Height 2304 pixels Horizontal resolution 300 dpi Vertical resolution 300 dpi	Authors Date taken Program name Date acquired Copyright		-
	Remove Properties and Personal Information	Image ID Dimensions Width Height Horizontal resolution	3456 pixels 2304 pixels 300 dpi	

## **Click on Rating Star**

Since I'm an awesome photographer, this is almost always a 5 star rating...

Pepositphotos_5525951_original.jpg Properties         Veneral Security Details Previous Versions         Property       Value         Description       Sage Leaf         Subject       Sage Leaf         Subject       Sage Leaf         Comments       organ herbs. fresh food ingredients:         Origin       white, sprigs, seasoning flavor         Origin       ordat fresh food ingredients;         Origin       ordat fresh food ingredients;         Origin       ordat fresh food ingredients;         Date taken       macro/ Add a tag         Program name       Adobe Photoshop       52.2.4. doxe;         Date taken       macro/ Add a tag         Program name       Adobe Photoshop       52.2.4. doxe;         Date taken       macro/ Add a tag         Unimensions       3456 x 2304       Widh         Widh       3456 pixels       Height resolution 300 dpi         Ventical resolution       300 dpi       Ventical resolution       Ventical resolution	Wesley J. Harrison Digital Innovation & Marketing 816-482-3755	
Image IDDimensions3456 x 2304Width3456 pixelsHeight2304 pixelsHorizontal resolution300 dpiVertical resolution300 dpi		General Security Details       Previous Versions         Property       Value         Description       Title         Subject       Sage Leaf         Subject       Sage leaf, reflected on white surf         Rating       ☆ ☆ ☆ ☆ ☆         Tage       herbs; fresh; food; ingredients;         Comments       sage; parsley; rosemary; rhyme; oregano; majoram; isolated;         Origin       white; sprigs; seasoning; flavor; coldina; cuisine; cuilina; roture; natural; fresh-picket; cuisseup;         Date taken       macro; Add a tag         Program name       Adobe Photoshop         Date acquired       Copyright
		Image ID       Dimensions     3456 x 2304       Width     3456 pixels       Height     2304 pixels       Horizontal resolution     300 dpi       Vertical resolution     300 dpi

#### Click in "Tags" field to open & edit them

Input/change the tags to be your related keywords.

Separate them in a note pad editor with a semi-colon ; when building the list of keywords. No spaces between them are necessary

Example: restaurant;best;bluesprings; blue springs;restaurant near me;great;lunch;good;fun;band;beer;brunch;good service;fine dining;

NOTE: I have not found an actual limit on tags but use 10-15 and that has proven to be enough

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755		
	Depositphotos_5525951_original.jpg Properties     General Security Details Previous Versions     Property Value     Description     Title Sage Leaf     Subject Sage leaf, reflected on white surf     Rating     Perbs; fresh; food; ingredients; sa     Origin     Date taken     8/3/2007 10:58 AM     Program name     Adobe Photoshop CS2 Windows     Date acquired     Copyright	
	Image         Image ID         Dimensions       3456 x 2304         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi         Vertical resolution       300 dpi         Remove Properties and Personal Information         OK       Cancel	

## **Click in "Comments" field**

this will open the comment box. It is important this step be done correctly. See next slide

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755		
	Depositphotos_5525951_original.jpg Properties         General Security Details Previous Versions         Property       Value         Depositphotos_5522951_original.jpg Properties         Subject       Sage Leaf         Subject       Sage Leaf, reflected on white surf         Rating       Herber freeb free tigge dients: sa         Comments       Herber freeb free tigge dients: sa         Origin       Autors         Date acquired       Opyright         Organ name       Accobe Protoconop USZ windows         Date acquired       Obyright         Undege ID       Midth         Dimensions       3456 pixels         Height       300 dpi         Vertical tresolution       Work         OK       Cancel	

#### Click on "Comments" to edit

Important to structure your info this way in here

http://YourWebsiteHere.com

**Business Name** 

Business address

**Business Phone** 

Contact Info

Description about what you do as it relates to your highest profit Product/Service/Frustration solved

Latatude and Longitude from your busienss address (geo location info for GPS systems)

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755	
11 816-482-3755	Depositphotos_5525951_original.jpg Properties         Ceneral Security Details Previous Versions         Property       Value         Description       Title         Subject       Sage Leaf         Subject       Sage leaf reflected on white surf         Rating       Comments         Dright       Date taken         Audtors       Date taken         Program name       Audooce Photosnop CSZ vuindows         Date taken       Audooce Photosnop CSZ vuindows         Date acquired       Copyright         Image ID       Dimensions         Dimensions       3456 pixels         Height       2304 pixels         Height       2304 pixels         Height       300 dpi         Vertical resolution       300 dpi         Vertical resolution       300 dpi
	OK Cancel Apply

#### **Comments edit cont.**

site info

business name

busienss address

General Security Deta	ils Previous Versions	
Property	Value	
Description		-
Title	Sage Leaf	
Subject	Sage leaf, reflected on white surf	=
Rating		
Tags	herbs; fresh; food; ingredients; sa	
Comments Origin	Phone Here A	-
Authors	Content Here	
Date taken		
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Dimensions	3456 x 2304	
Width	3456 pixels	
Height	2304 pixels	
Horizontal resolution	300 dpi	
Vertical resolution	300 dni	Ŧ
Remove Properties an	d Personal Information	

#### Comments edit - cont.

lat and long can be found in Google maps by entering your address and looking at the address bar

	t
Share link Embed map 3	×
Short URL Learn more	air's l ort eats charm
https://www.google.com/maps/place/Sinclair's+Restaurant/@39.034771	
You can also copy the link from your browser's address bar.	Good
P	_
	Share link       Embed map       3         Short URL       Learn more         https://www.google.com/maps/place/Sinclair's+Restaurant/@39.0347711         You can also copy the link from your browser's address bar.

## Lat-long

V

Look up your busienss on google maps

- 2) click the blue share link
- 3) look for the @ symbol

Note: the series of numbers following the @ symbol are your latitude and longitude. Do not include any letters following the numbers.

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755	
	Pepositphotos 5525951_original jpg Properties         General Security Details Previous Versions         Property       Value         Description       Tifle       Sage Leaf         Subject       Sage leaf, reflected on white suf       E         Raing       Comments       http://mysitehere business name         Origin       Addign autor       E         Authors       Addign autor       E         Date taken       Edata autor       E         Image       Image       E         Image ID       Dimensions       3456 x2304         Width       3456 pixels       E         Height       2304 pixels       E         Horizontal resolution       300 dpi       E         Mincal resolution       300 dpi       E         Mincal resolution       300 dpi       E         Mincal resolution       300 dpi       E

## Click in "Authors" field to edit

Add the business name here

General Security Det	ails Previous Versions	
Property	Value	
Description		
Title	Sage Leaf	
Subject	Sage leaf, reflected on white surf	=
Rating		
Tags	herbs; fresh; food; ingredients; sa	
Comments	http://mysitehere business name	
Origin		
Authors	business name here	
Date taken	8/3/2007 10:58 AM	
Program name	Adobe Photoshop CS2 Windows	
Date acquired		
Copyright		
Image		
Image ID		
Dimensions	3456 x 2304	
Width	3456 pixels	
Height	2304 pixels	
Horizontal resolution	300 dpi	
Vertical resolution	300 dni	-
Remove Properties ar	nd Personal Information	

# Click in "copyright" field to edit

Add the business name here too

Wesley J. Harrison Digital Innovation & Marketing 816-482-3755		
	■ Depositphotos_5525951_original.jpg Properties           General Security         Details         Previous Versions           Property         Value         Description           Title         Sage Leaf         Subject         Sage Leaf, reflected on white surf           Rating         ☆ ☆ ☆ ☆ ☆         ☆           Tags         herbs; fresh; food; ingredients; sa         Origin           Authors         business name here         Date taken         8/3/2007 10:58 AM           Program name         Adobe Photoshop CS2 Windows         Date acquired	
	Copyright Busienss name here Image Image ID Dimensions 3456 x 2304 Width 3456 pixels Height 2304 pixels Horizontal resolution 300 dpi Vertical resolution 300 dpi Remove Properties and Personal Information OK Cancel	

## Click on "Apply" button

WH Wesley J. Harrison Digital linovation & Marketing 816-482-3755		
	Depositphotos_5525951_original.jpg Properties	
	Property     Value       Description	
	Authors     business name here       Date taken     8/3/2007 10:58 AM       Program name     Adobe Photoshop CS2 Windows       Date acquired     Copyright       Busienss name here     Image	
	Image ID         Dimensions       3456 x 2304         Width       3456 pixels         Height       2304 pixels         Horizontal resolution       300 dpi         Vertical resolution       300 dpi	
	Remove Properties and Personal Information Cancel Apply	

## **Click on "OK" button**

Done.

The image is now "SEO optimized" for your best keywords you want to be found for.

Now you can upload it to all possible places and gain the rewards of doing what most others won't take the time to do.

Questions? Call me

Wesley J. Harrison

816-482-3755