



# References

This infographic was created based on the information provided by Clemency Wright, a keywording consultant.

Consultant: **Clemency Wright**  
[linkedin.com/in/clemencywright/](https://www.linkedin.com/in/clemencywright/)

## Case Study

This is a case study conducted by Clemency Wright. It is a 12 month study for a photographer (annomynous).

Wright, C.. (2022). *Alamy Case Study Stats* [Case study].

## Informational Sources (LinkedIn Posts and Edited Feedback)

All information was written based on the LinkedIn posts created by Clemency Wright.

Clemency Wright - Keywording Consultant. (n.d.). *Home* [LinkedIn page]. LinkedIn. Retrieved November 29, 2022, from <https://www.linkedin.com/in/clemencywright/>

More of her keywording content can be found by searching using #clemencykeywording on LinkedIn.

More of her keywording content can be found by searching using #clemencykeywording on LinkedIn.

Wright, C. (2021). *During Keywording training, one of the most common questions is "how do you know what keywords to add?"* [Image attached] [Post]. LinkedIn. [https://www.linkedin.com/posts/clemencywright\\_clemencykey-wording-makesearchbetter-metadata-activity-6866010649772752896-p9u-?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/clemencywright_clemencykey-wording-makesearchbetter-metadata-activity-6866010649772752896-p9u-?utm_source=share&utm_medium=member_desktop)

Wright, C. (2021). *Keywording is a strategy for making content accessible.* [Image attached] [Post]. LinkedIn. [https://www.linkedin.com/posts/clemencywright\\_photographybusiness-contentmanagement-clemencykeywording-activity-6863413885110644736-Eh2G?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/clemencywright_photographybusiness-contentmanagement-clemencykeywording-activity-6863413885110644736-Eh2G?utm_source=share&utm_medium=member_desktop)

Wright, C. (2021). *Keywording is a strategy for making content accessible.* [Image attached] [Post]. LinkedIn. [https://www.linkedin.com/posts/clemencywright\\_photographybusiness-contentmanagement-clemencykeywording-activity-6863413885110644736-Eh2G?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/clemencywright_photographybusiness-contentmanagement-clemencykeywording-activity-6863413885110644736-Eh2G?utm_source=share&utm_medium=member_desktop)

