

The purpose of this document is to prevent photo fraud from shady individuals seeking to advertise legitimate breeder photos of kittens as their own. This is primarily for breeders to provide legitimate photos and to help prevent buyers being unable to see a kitten first hand from being scammed.

## Visibility

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After you have a picture you want to use, you can open it up in a photo editing suite. Computer users may prefer Adobe Photoshop. As I shoot all my pictures on my Android phone, the free photo editor I use is called Aviary. There may be others available to you, but you'll need to determine which you prefer.

1. Open the photo in your editor that you wish to work with:



2. Find the method to perform the “watermarking” or text overlay. In Aviary, I use two or three different text overlays. One for our website, another for the generation of the Savannah(s) and possibly a third if it’s a Stud, Queen, or to identify the kitten gender. Using a different text overlay allows for a very precise position as well and various sizing.

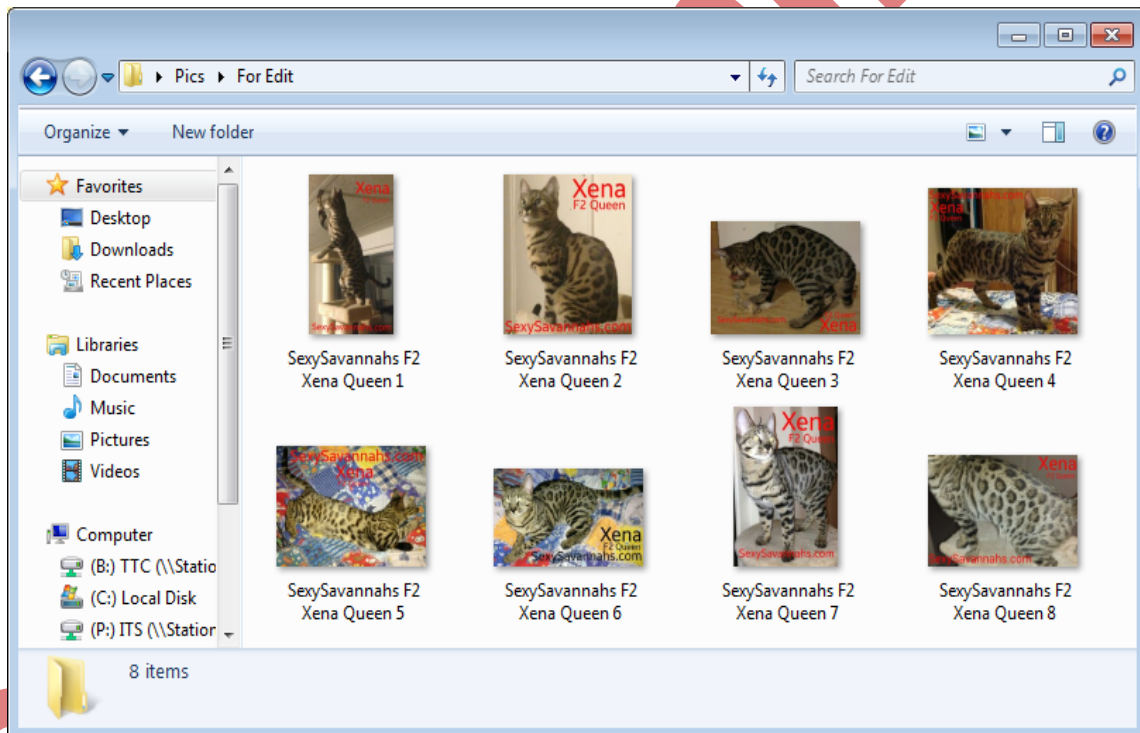
Here is the edited result:



# Metadata for Search Engine Optimization

Now that the watermarking is done, you'll need to add metadata into the photo properties. Following is the process of having the folder on your Windows based computer (Sorry Mac users, I'm not familiar with the system). I do know that browsing through a phone connected to your computer via Windows Explorer is not enough, as you cannot see the metadata in order to make the edits. You'll need to actually copy the photo(s) over to your computer hard drive before performing the following:

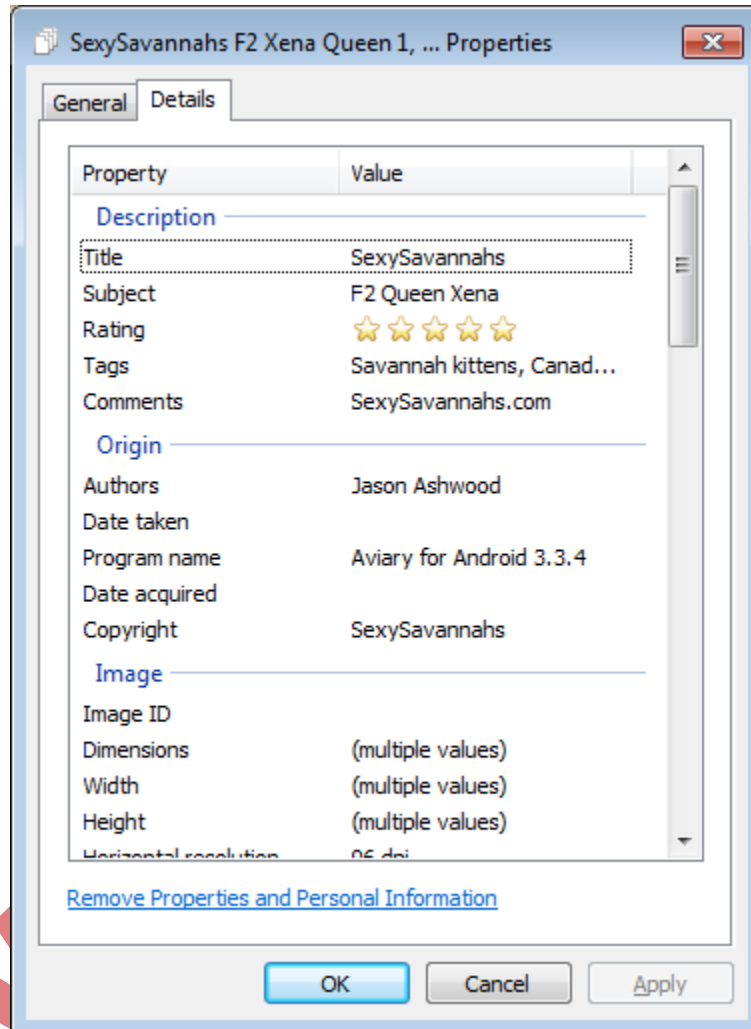
1. Copy the pictures for editing into a folder on your computer. I prefer to keep the pictures all in the same folder as we can edit the metadata for all pictures at the same time:



2. Note the file names of the files shown above. This is the first piece of important information that Google or other search engines will MetaCrawl.

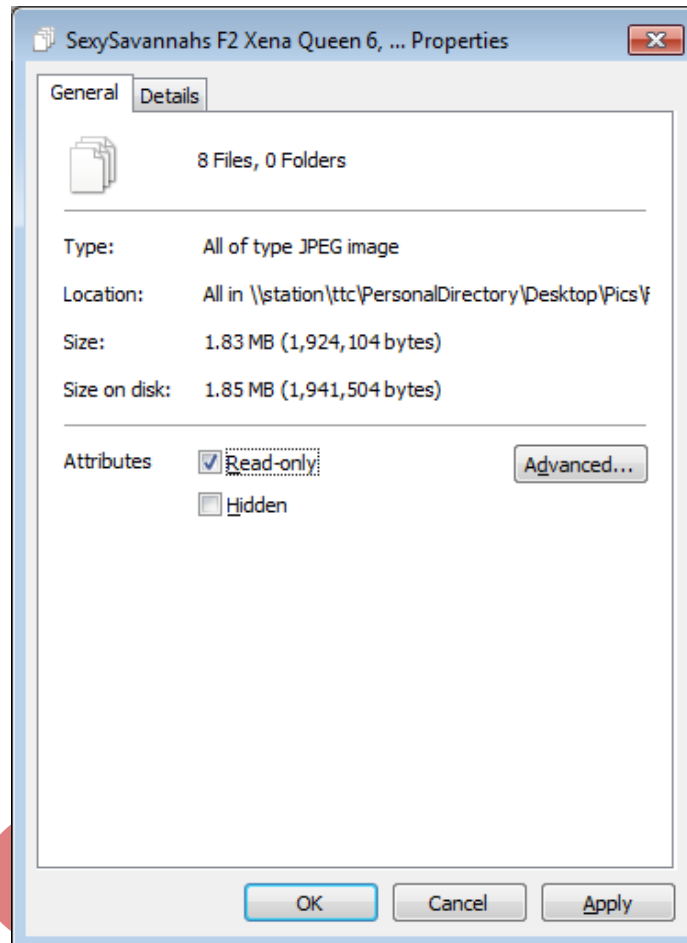
- [MetaCrawler](#) was a metasearch engine that blended the top web search results from Google, Yahoo!, Bing (formerly Live Search), Ask.com, About.com, MIVA, LookSmart and other popular search engines.

3. Select all the photos in the folder, right click your mouse, and then left click on "Properties." Select the "Details" tab. This is where the important information gets input:



4. You'll want to input the fields under Description (Title, Subject, Tags, Comments, etc.) along with the Authors and Copyright fields under Origin. The Tags data is probably the most important part of all of this, as everything entered (separated by commas) are key words that get metacrawled.

5. Once you are happy with the property field entries, select the “General” tab at the top and check off the box “Read-Only”:



6. Now click on the “Apply” and then “OK” buttons. The changes you made in the Details and General tabs here will take effect for all the files you initially highlighted, making the process a lot less painful!
7. Upload the pictures to the web for sharing. The Google meta-data crawl happens once a month I believe, so you’ll need to be patient for the images to show up under the “Images” section of Google when searching. The results should be based on the “Tags” you entered, along with the file names of your uploaded files.
8. If you want to alter the images further after uploading, you’ll need to remove the “Read-only” mark and then “Apply” and “OK.”

**That’s it! You’re done! After a few edits this process will be a reflex exercise and you’ve just given a scammer enough difficulty that they’ll avoid your photos completely and move on to an easier target.**