

Tag Taxonomy Creation Checklist

Building a tag taxonomy can be a big undertaking with big results, such as a direct influence on the searchability and discoverability of your assets, higher utilization of existing assets, and improved adoption of the DAM. With all of these benefits, there is a lot to consider before you create. That's why we have compiled a comprehensive checklist to help you every step of the way.

Before you begin, answer these questions:

- How familiar is my audience with the descriptive terms that my team uses?
- Will we have a consistent person(s) tagging assets?
- What types of assets do we want to store in the DAM?
- What data points or search terms will easily help my users find what they're looking for?
- What are the biggest problems my team members and stakeholders face with finding and using assets that already exist?

While you are building, check these:

Identify who is responsible for tagging and accepting assets.

Are the same people doing both or do these roles require different people? If you have multiple people tagging assets, make sure they have the same understanding of what tags need to be on certain types of assets.

Use intuitive tag group names.

Tag group names help both people adding the tags and users of the DAM. Both sets of users can use the group name to find the broader set of values they have as options. "Color," "Year," "Car Model," and "Location" are all tag groups that let everyone involved immediately know what they'll find inside.

Verify if the group is better suited as a Custom Field.

Tag groups are great when the tags within them fit a narrow identification and there is a manageable amount. Custom Fields are great when the values are unique IDs or the number of answers would result in too many tags to manage. “Person in photo,” “Asset ID,” and “Lytho Campaign” are all items that will have many potential values that would eventually lead to an unmanageable amount of tags.

Establish a single search term for data points that have synonymous terms.

Some people call it “soda,” while others call it “pop”, but they are the same thing. If one of your tags falls under this situation, find the most common variation of the term and communicate that your team will be using this term going forward.

Pressure test tags for value.

Sometimes explanations go further than the value they provide. When building out tags, frequently ask “is this a data point someone will actually look for.” If a tag is overly specific, it will either not be used or will yield only a few results when searched. Once you have the beginnings of a tag taxonomy, consider having a test group of users search for specific items in your DAM. Based on their experience, use their feedback to improve your tagging structure’s effectiveness.

Utilize your asset names and metadata, but don’t rely on them.

Asset names and metadata can be fantastic search terms in conjunction with your tags, but if their creation is not a standard practice across your creative team, it will not create a foundation for a good asset search strategy.

Provide a reference table in training so that users understand what your tag taxonomy looks like.

If your users are unfamiliar with your tag taxonomy, their search process will be that much more difficult. By providing them with a table they’ll be able to quickly reference and filter or search for what they need. Our most successful customers create Brand Guides, internal documents, and/or training exercises that help their users understand DAM tag structure and improve internal adoption.