

**SOMANY INSTITUTE OF  
TECHNOLOGY AND  
MANAGEMENT,  
REWARI  
PRINTING  
TECHNOLOGY  
CONTENT  
MANAGEMENT  
UNIT-3**

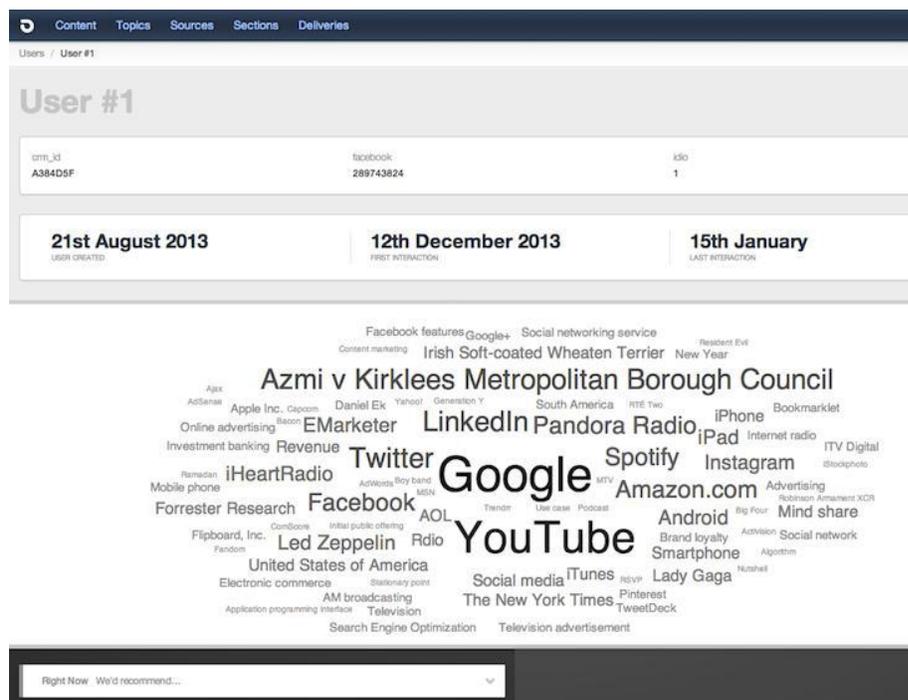
## Why should you tag content?

Tagging is fundamentally a means to classify content to make it structured, indexed and – ultimately – useful.

There are a number of benefits from using tagging and they can be broadly summarised as the following:

- Future-proof existing archive of content and future authoring
- Frees content from technological and organisational restraints
- Monetise archive content through better advertising rates and recommendations
- Increased syndication for marketing services
- Increase licensing potential
- Generate tag-clouds of reader preferences and interests for insight
- Improved content search capability

In addition to the tags themselves and the act of tagging content, a collection of tags into a group showing relative emphasis or popularity is called a tag cloud.



idio platform: A customer interest tag cloud of interests generated from content they've interacted with.

As small part of what idio's technology does is give clients both editorial insight (what are the most popular content topics that your audience are engaging with) and [customer insight \(what content topics and interests is this person/are these people interested in\)](#) from the tag-clouds we generate from their content and customer interactions.

## How to tag content and who does it?

Whether your content is authored and published within a CMS (whether it be a lightweight WordPress CMS or an enterprise equivalent) or a marketing automation system, it will always require metadata to be added to it to give it context and make it 'machine readable' (so that the system can search for it).

### **Manually**

If you are a publisher or brand with a committed content marketing programme dealing with large volumes of content in different formats and used across different channels and content management systems, good luck with that.

Manually assigning tags to content is possible when you are either interested in adding very little metadata (perhaps, you are a travel publisher and tag content solely with the countries mentioned within it: 'Japan', 'Sweden' and 'Northern Ireland') or producing little new content.

However, this becomes impractical – both individually and corporately – when you are creating lots of new articles a day. Even more so, when you wish to add extra types of metadata (such as the people, brands and institutions mentioned within an article).

This is something that many content marketers start to brush up against when they've been producing content for some time, seen significant successes and are now looking to create greater quantities quickly. Quite simple, manual tagging does not scale well.

### **Automatically**

Here's where things get interesting.

There are many, many, many technological solutions out there that can handle the task of adding classifying metadata to your content. Fundamentally, these technologies are all using content analytics and semantic extraction engines to analyse pieces of text and make it readable for computers. It allows computers to understand the topics, people, places, companies and concepts in the content, sentiment towards aspects of the content, and the language of that content.

## Who tags content and to what effect?

Examples of content analytics engines which do content tagging (to varying degrees of sophistication and automation) include [Open Calais](#) and [Inform](#).

For some organisations, it is enough to classify and tag content purely to structure and organise it for internal purposes.

However, for customer-facing organisations which are keen to intelligently use that content – perhaps in an email communication or on a webpage – to create personalized and relevant customer experiences, classified content needs to be intelligently delivered.

## **Automating content classification *and* automating content delivery – the marketing sweet spot**

Below is a quick quadrant, idio has created to show who does what and when it comes to both categorising content (whether it is to be done manually or automatically) and how sophisticated the content personalisation is based off of the metadata assigned to piece's of content and the customer's subsequent interactions with it:

## What is a tag?

A tag is a piece of metadata assigned to content. Tags can be applied to both pages and assets. You can think of tags as keywords or labels that an author attaches to some content in order to make it easier to find, use or understand.

Tagging allows authors to attach keywords to content. Within AEM, tags can be classified into a number of categories called “namespaces”. These namespaces typically correspond to an individual department’s site.

Each new site is provisioned with its own namespace; an institution-wide namespace is also used for tagging global assets — e.g., commonly-used photos and icons.

## What are the benefits of using tags?

Tags can be an effective means of **organizing your AEM pages or assets**. By tagging your assets (PDF documents, images, etc.) you can make them easier to find using AEM's Content Finder. As an author begins typing a keyword in the Content Finder, suggested tags will appear in a drop-down menu. The author can then select that tag to see a listing of all assets with the associated tag.

## How are tags used?

Tags are often used in conjunction with List components. *SFU News* uses a List component to display links to pages that have been tagged with a particular category name. See [www.sfu.ca/sfunews/community.html](http://www.sfu.ca/sfunews/community.html) for a list of stories that have been tagged "Community", for example.

Once a page has been tagged, you can use the Show Tags component to display those tags directly on the page. You can choose between displaying the first tag, or all tags associated with that page.

## Nesting tags to create a taxonomy

AEM allows users to build tag hierarchies—or taxonomies—wherein a number of tags can be nested under a parent tag. This allows for the creation of tagging taxonomies. For example, the tag “volleyball” may be nested under a more generic tag of “sports”; a tag for “student orientation” might be nested under “events”, and so on.

## Tagging best practices

- Tags should be meaningful and readable to the end user. Consider that your tag may be displayed on a web page as well as used to organize content.
- Create a tagging taxonomy that makes sense for your department. Use nested tags to illustrate hierarchical relationships.
- If you are tagging content for use by authors outside of your department, consider providing a reference sheet.

#### [BUILDING A PAGE](#)

#### [CREATING A FORM](#)

#### [SOCIAL TOOLS](#)

#### ORGANIZE AND DISPLAY PAGES & LINKS

- [Using Tags](#)
- [Using Categories](#)
- [Using a Horizontal List Display](#)
- [Blog and News Display Options](#)
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#### [STYLING A PAGE](#)

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## Creating a Tag

1. Click on the Tag icon to go to the **AEM Tagging Module**.

Each website has its own corresponding tag folder, i.e., namespace. You will see a folder labeled with the name of your website.

2. Click and select your website's namespace on the left.

3. Click **Create** near the top of the right panel, and a menu will appear.

4. Enter the following information for the new tag:

- The **Tag Name** is the keyword that will be attached to the asset or page when it is used. Typically, it is in lowercase letters.
- The **Title** is what will be displayed in certain components (e.g., Categories in a blog will display the titles). Both the Name and Title of a tag are required fields.
- The **Description** is an optional field, and is not displayed when the tag is used, but allows you to enter more information about the tag and its usage.

Once you have finished entering the required information, click **Create** to create the new tag.

## Creating a Nested Tag

Nested tags are created the same way as regular tags. The only difference is you must first navigate to and select the parent tag. Thus the parent tag must already exist before creating the nested tag.

1. Click the "+" icon beside your website's namespace to display the first level tags.
2. Select the parent tag you wish to create the nested tag under. In this example, the parent tag (**Sports**) is one level deep. However it's possible to have a parent tag that is multiple levels deep, in which case expand the lower level tags until you can select the desired parent tag.
3. Create the nested tag by following steps 3-4 of [How to create a tag](#).

## Tagging AEM Pages

1. Access the page you would like to tag. From the sidekick menu, click on the **Page tab** and select **Page Properties ...**

2. In the Tags/Keywords text field, type in the **name** of the tag and wait for the tags to load.

3. From the list of Matching Tags, select the appropriate tag name.