

Introduction to Tagging

Understanding Cru's Taxonomy



Before we begin

The following slides will talk about the benefits of tagging and how to do so effectively
At every step, it is **important to consider**:

- Who is the audience?
- What are the most important relevant tags?
- Limit to no more than 6 tags on a page

Wordpress



Steps for tagging in WordPress

- Read through the [Taxonomy List Spreadsheet](#) to see what tags are available within Cru's taxonomy
- Go to your WordPress page in question and scroll to the **taxonomy** section where you can add as many tags as you'd like (it's recommended that you don't use more than 6 tags on one page)



Wordpress Tagging

Steps Continued

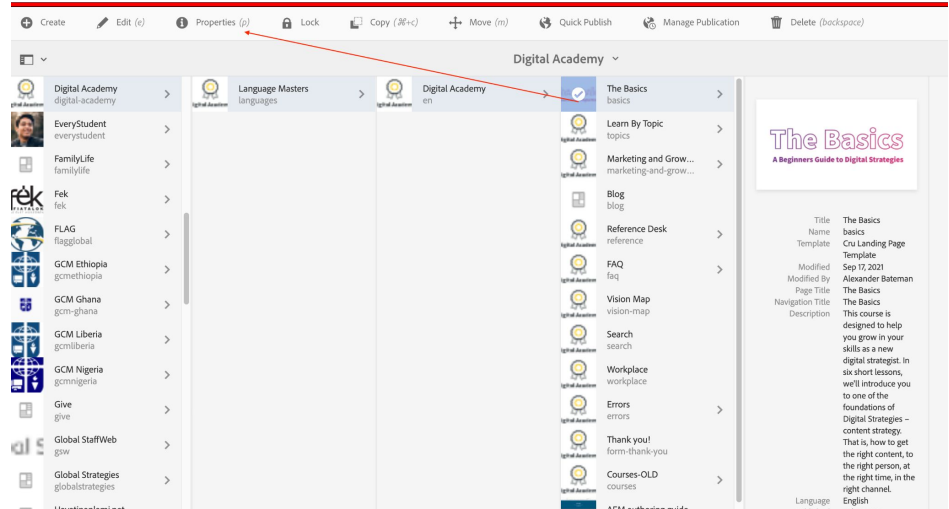
- Click through the Selection boxes to get to the desired tag
- Add more tags as needed and publish the page when finished
- Ideally, you'd have a **Ministry-Affiliation** tag and one of the **Scale of Belief** tags at a minimum

The screenshot shows the WordPress tagging interface. A red rectangular box highlights the tag selection area. Inside this box, there is a header with a 'Ti' icon, an 'Add' button, and a 'y' character. Below the header, there are three dropdown menus: 'Faith Topics', 'Jesus Christ', and 'Life of Jesus'. The 'Life of Jesus' dropdown is currently selected and has a blue border. To the right of the dropdowns is a 'Remove' button. Below the red box, there is a link that says 'Any questions about taxonomy? Email us at taxonomy@cru.org'.

Adobe Experience Manager (AEM)

Steps for tagging in AEM

- Navigate to the page you want to add tags and then click on the properties of that page





AEM Tagging

Two Ways to add tags

- One way is to start typing out on the desired tag in the area and selecting the one you want to use

The Basics

ADVANCED THUMBNAIL SOCIAL MEDIA CLOUD SERVICES PERSONALIZATION PERMISSIONS NAVIGATION RECOMMENDATIONS

Title and Tags

Title: *

The Basics

Tags

faith

Faith Topics : Share Your Faith / How to Share Your Faith

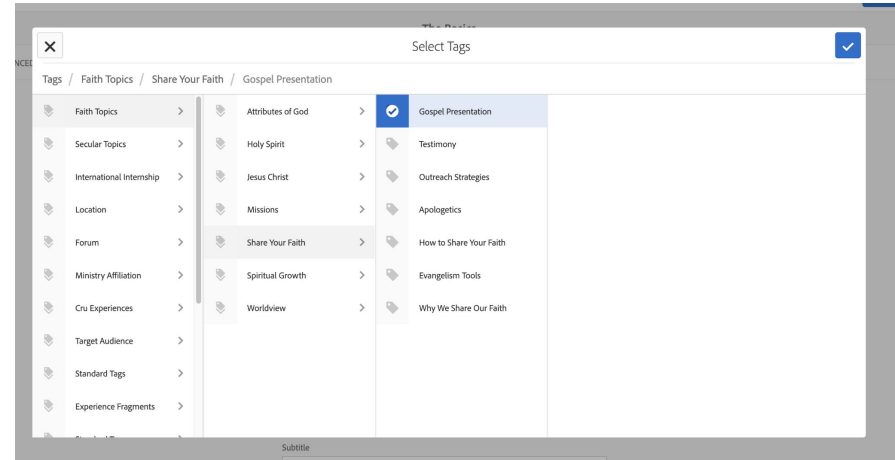
Faith Topics : Share Your Faith / Why We Share Our Faith

Faith Topics : Share Your Faith

Faith Topics : Spiritual Growth / Fasting

Page Title

The Basics



- The second way is to use the selector tool and navigating through the tree structure
- Ideally, you'd have a **Ministry-Affiliation** tag and one of the **Scale of Belief** tags at a minimum





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[WordPress Weekly Updates](#)

Where you can find more resources



Digital Academy - Tagging Using Cru's Taxonomy

- You may find this resource helpful in understanding from a high level why Taxonomy is beneficial
 - [Digital Academy Article](#)



Request Taxonomy Updates

- You may make requests to the current taxonomy by utilizing the Taxonomy Request template found below
 - [Tag Requests](#)

THANK YOU

Questions? Please contact aem@cru.org