


Organizing Tags

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Tags are part of the taxonomy of Lytho. Using tags and tag groups enables you to categorize and easily find all content (assets, brand guides, templates, and publications) within Lytho DAM.



Want some help building your Tag Taxonomy? Check out our [Tag Taxonomy Checklist](https://dyzz9obi78pm5.cloudfront.net/app/image/id/65318f001aeeee3a1f6ef3e8/n/lytho-tag-taxonomy-checklist.pdf) 
(<https://dyzz9obi78pm5.cloudfront.net/app/image/id/65318f001aeeee3a1f6ef3e8/n/lytho-tag-taxonomy-checklist.pdf>)!

Tag Structure

Instead of a traditional folder structure, Lytho DAM categorization happens by tagging. Tagging enables your users to easily find assets without keeping your assets in a singular space. Defining a well-thought-out tag structure will be unique to your organizations needs, but below are some best practices to get you started!

Defining the tag structure

In the example below we are going to distinguish between two different ways of thinking about tags:

1. Categorizing tags
2. Descriptive tags

By using “Categorizing Tags” we classify that those tags are mainly related to a category or classification and may have no relation to the content within the asset itself.

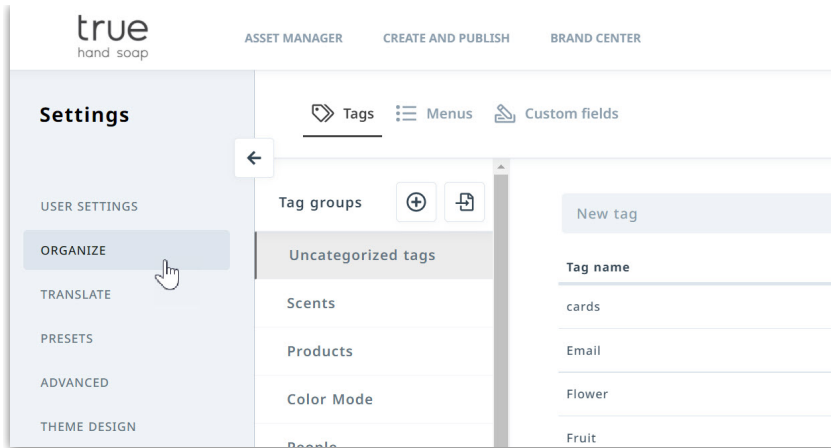
In the below example we may use the following tags to categorize:

- Lemon Verbena, True Hand Soap, Indoor

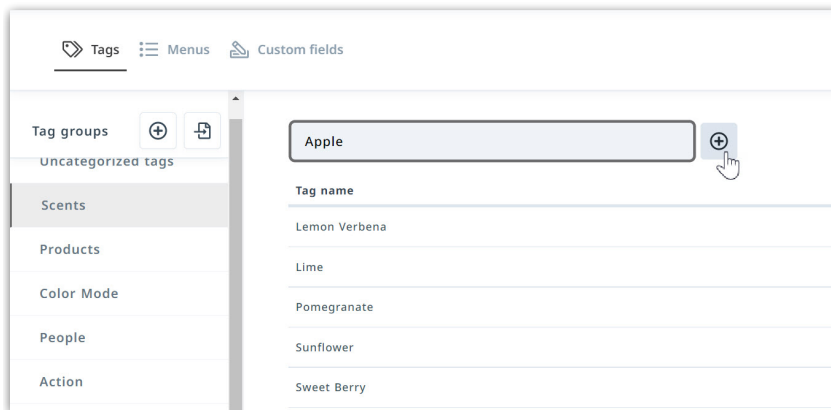
Within DAM these tags could once again be grouped into tag groups. This will result in the following structure:

- Scent: *Lemon Verbena, Lime, Pomegranate*
- Product: *True Hand Soap, True Clean House*
- Setting: *Indoor, Outdoor, Bathroom, Kitchen*

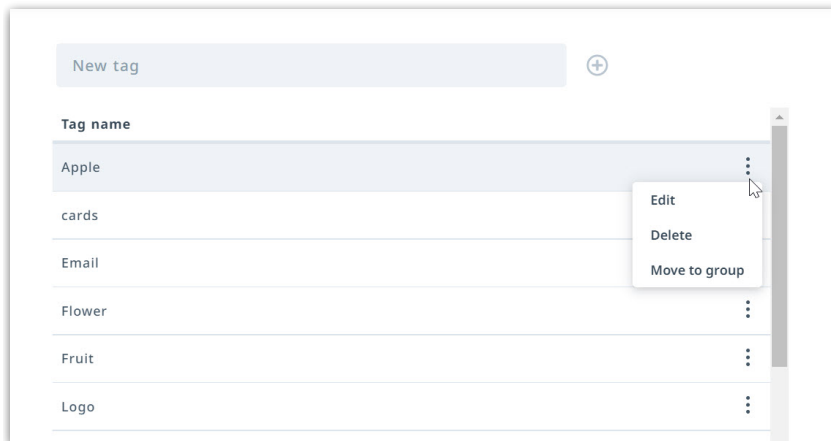




Generate a name for your tag in the **New Tag** text box and click the Plus icon to create.

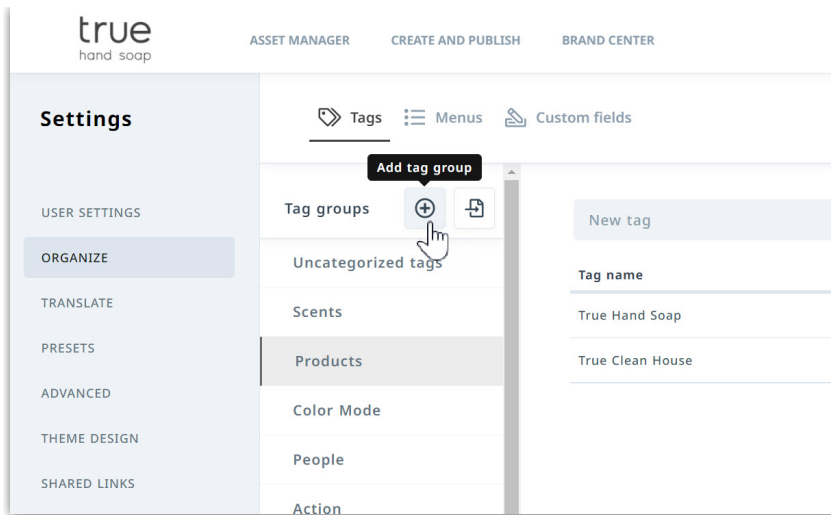


Select the actions menu to the right of your tag to edit the name, delete, or move to a tag group.

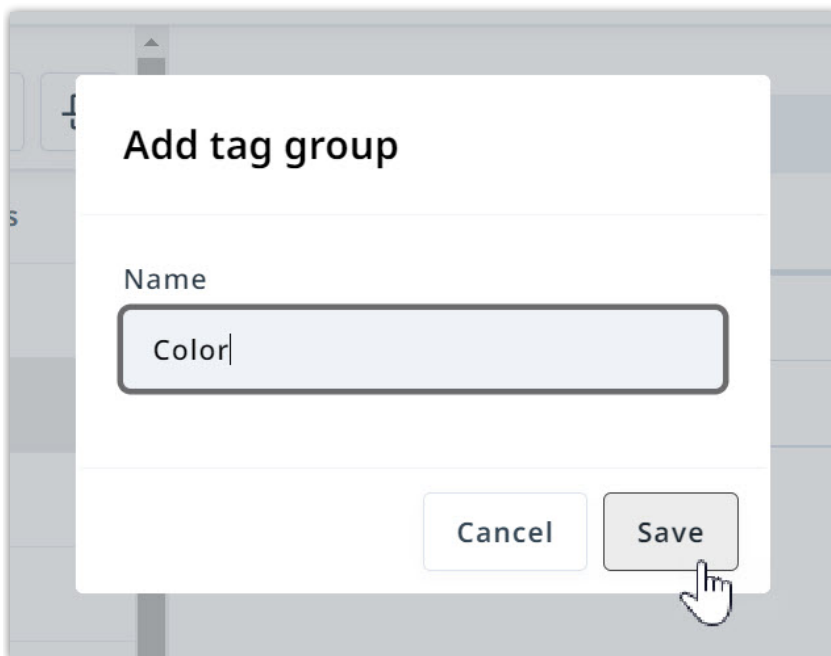


Creating Tag Groups

Tag groups are made up of tags that fall into a similar category. Navigate to the **ORGANIZE** sub-navigation in Settings and click the plus icon to the right of **Tag groups** to create a new group.

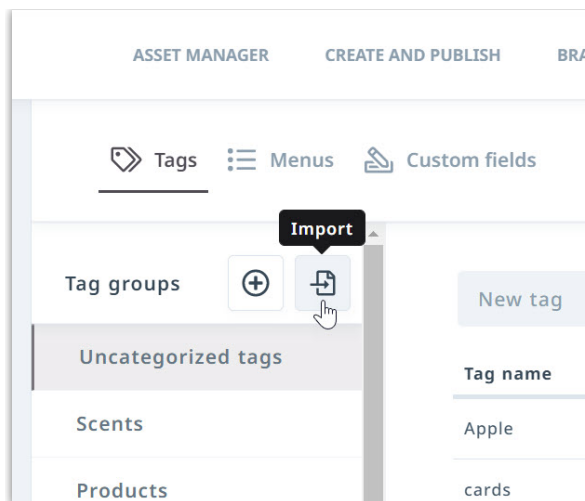


Create a name for your tag group and click **Save**.




Importing Tags and Tag Groups

Quickly add multiple tags and tag groups using the import functionality. Click the **Import** button to the right of Tag Groups to upload an excel file.



Use the below parameters to prepare your file for upload:

- The uploaded file must be an .xlsx file.
- Use column headers **TAG Groups** and **TAGS** as shown in the example below.
- Column A is meant for the tag groups that you would like to import to your environment. You can also fill in an existing tag group to add new tags to.
- Filling in tags should be done starting from column B then C, D, and onwards.
- If the tag group column is left blank, those tags will be added to the Uncategorized tag group.
- You can download a template for your import [HERE](https://dyzz9obi78pm5.cloudfront.net/app/image/id/62b4b26a0c61765ea0729853/n/import-example.xlsx). 

(<https://dyzz9obi78pm5.cloudfront.net/app/image/id/62b4b26a0c61765ea0729853/n/import-example.xlsx>)

Here is an example of how your file should look:

	A	B	C	D	E
1	TAG Group	TAGS			
2	Scents	Lemon	Lime	Pomegranate	
3	People	Family	Group	Single	Child
4		Email	Flower	Logo	
5	Action	Holding	Running	Talking	
6					
7					
8					
9					

Imported tags and tag groups will be added to the existing structure and will not remove or overwrite current tags or tag groups.

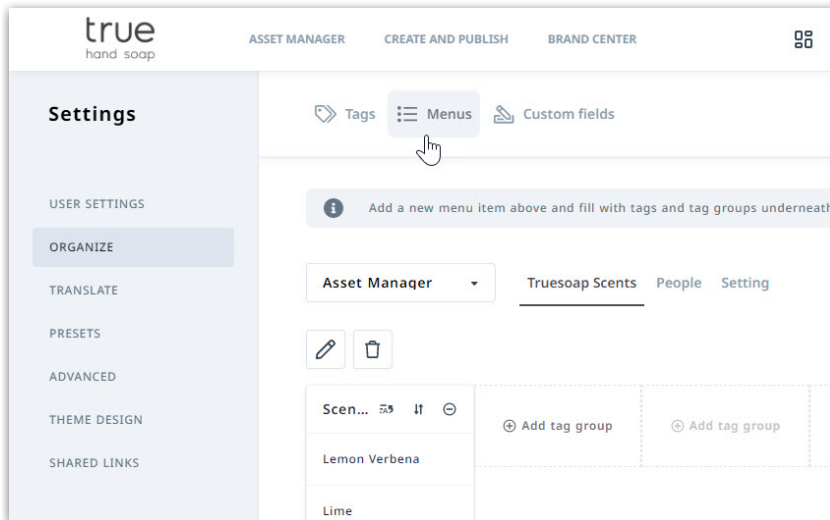


Thinking about reorganizing your tag structure? Please contact your Customer Success Manager to help you consider the approach! When removing all tags and tag groups, assets will lose their attached tags making them difficult to relocate in your asset manager.

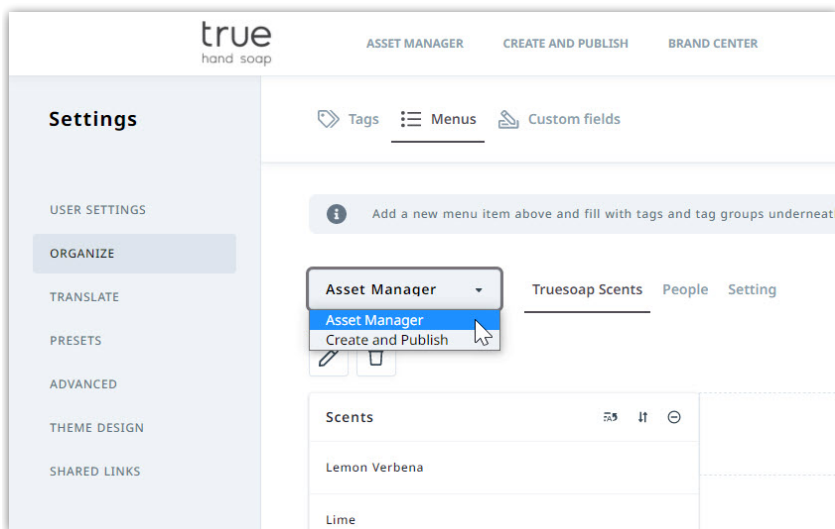
Tag Group Menus

Menus in Lytho DAM consist of Tag Groups and provide your users an easy way to locate assets with commonly used tags.

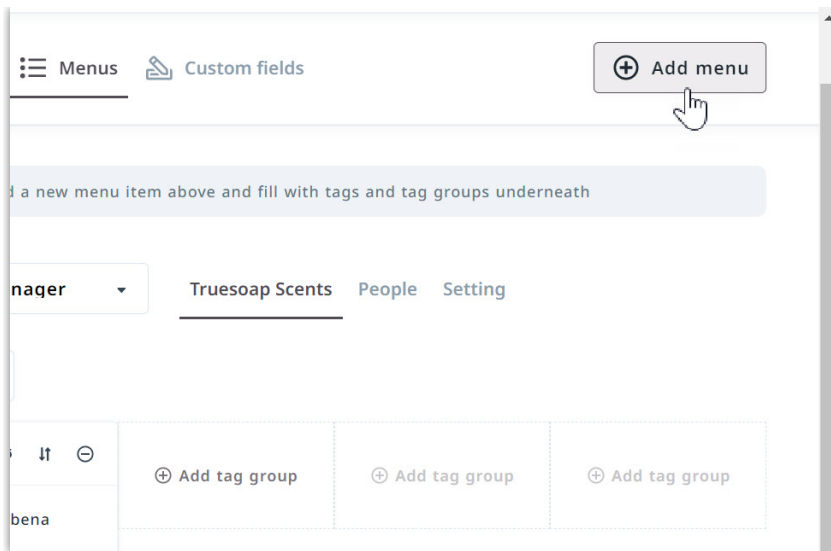
From your Settings, Navigate to **ORGANIZE** and select **Menus** to create and manage your tag group menus.



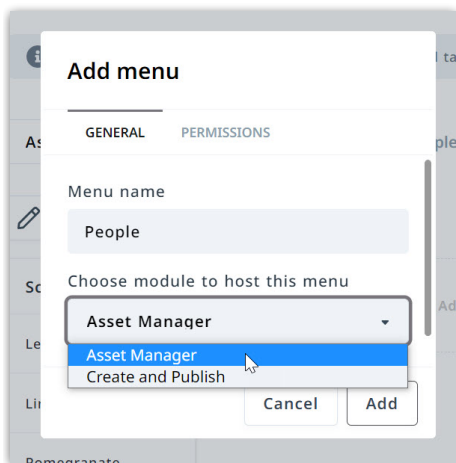
Menus can be created for both the Asset Manager and Create + Publish. Click the dropdown menu to select the appropriate module.



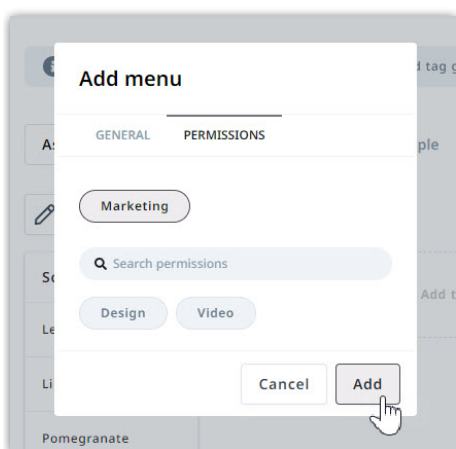
Select **Add Menu** in the top right corner of your screen to begin creating a new menu.



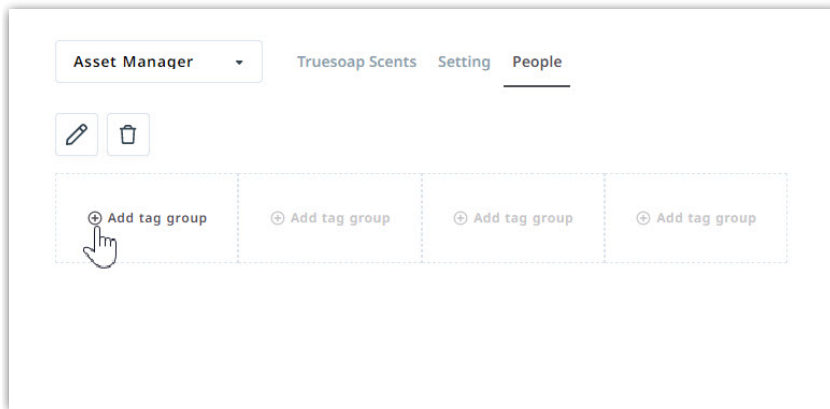
Create a name for your menu that will be easily recognizable to your users and ensure that you're creating the menu for the appropriate module using the dropdown menu.



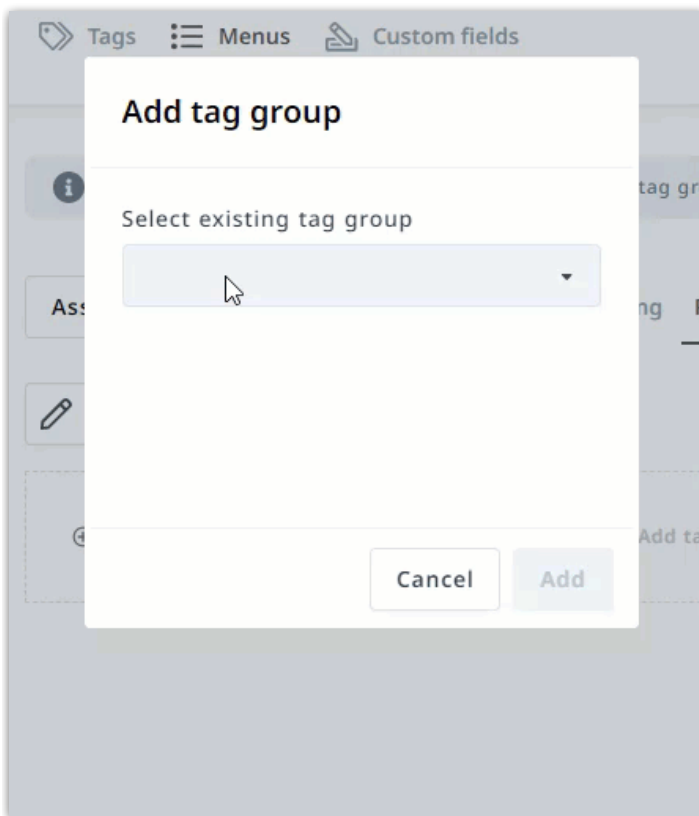
You have the ability to add permissions to your menu if you would like to limit which users can access. Select **PERMISSIONS** and choose from the available permissions. Click **Add** when complete.



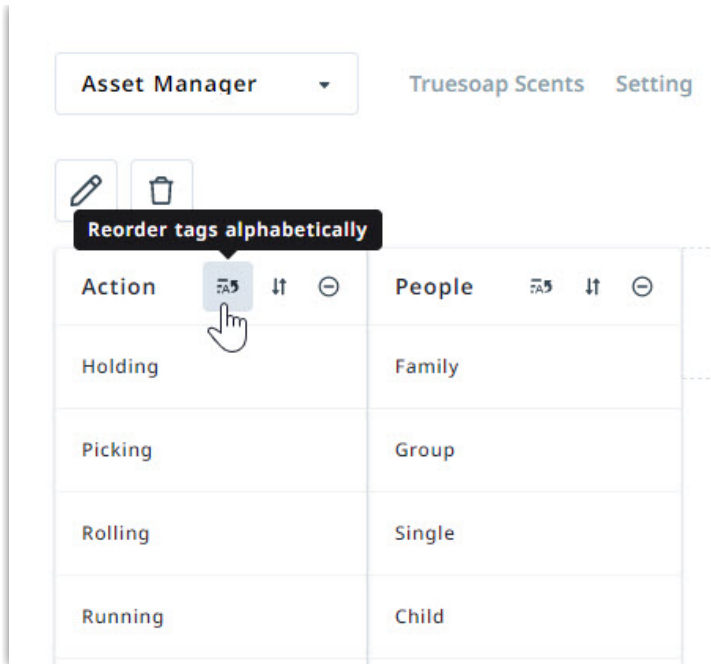
Select **Add tag group** in the box below your newly created menu to begin adding tags.



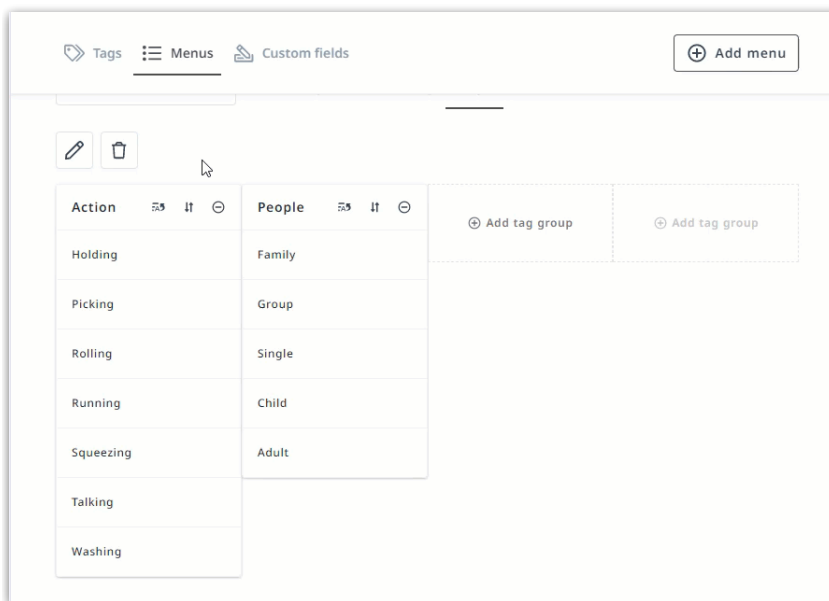
Click the dropdown menu to choose from the available tag groups and select **Add**. Continue adding tags by selecting **Add tag group** in the available boxes and repeat this process as necessary.



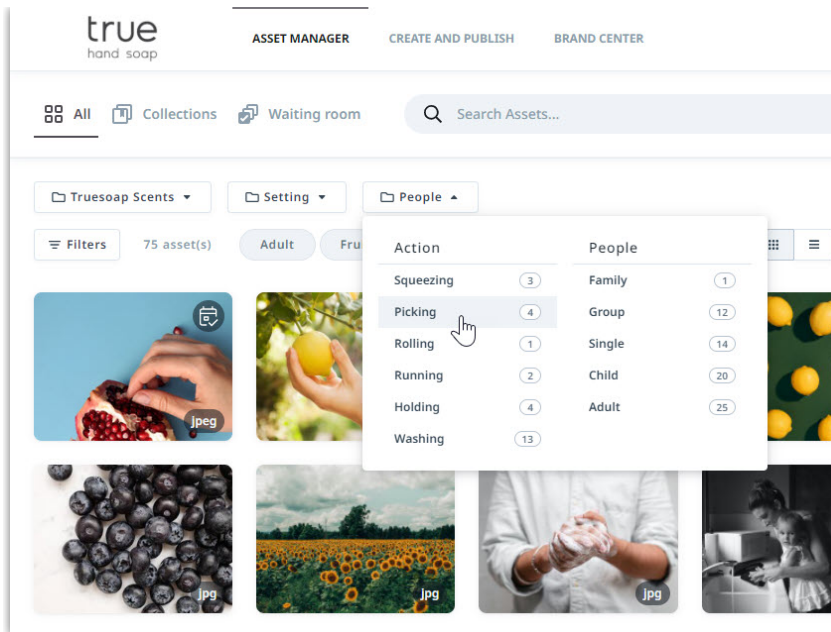
You have a couple of options to organize how the tags within your menu appears to your Users. Select the **A** icon to the right of your tag group name to reorder your tags alphabetically, A-Z.



Manually reorganize how your tags appear by selecting the up and down arrows icon. Use drag and drop functionality to reorder your tags and select **Done** when complete.



This is how Menus will appear to your users:



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