

# 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 ourTag Taxonomy Checklist @ (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





In this example we have also decided to use "Descriptive Tags" that will apply more to the content within the asset itself. Below is an example of descriptive tags we may use for the above example.

#### • Yellow, Birds-eye, Lemon

This type of tag is generally a lot more specific about assets, and therefore not as easy to assign to a specific tag group. This is mainly the reason why Lytho DAM has a standard tag group called "Uncategorized Tags" to which the tags from above could be assigned to.

Your tag structure may look very similar, or very different from the above example. The end goal should be enabling your users to find the assets they need as quickly as possible. Here are a few questions to think about as you start to craft your tag structure:

- Examine the current folder structure; how are assets currently stored?
- Does the company think about data in terms of categorization and sectioning?
- Are the assets product-related?
- How do end-users think about data in regards to finding the assets they need?
- How do you want end-users to think about data?

### Planning Your Tag Taxonomy

Having a visual can make planning out your Tag Taxonomy much easier. Whether you prefer to brainstorm your tags and categorize them after or you already have your groups defined and just need to fill them out, try using our Tag Taxonomy Worksheet.xlsx @

(https://dyzz9obi78pm5.cloudfront.net/app/image/id/653a9f9563752e002e6fc385/n/tag-taxonomy-worksheet.xlsx) to map out your ideas!

1	Use the TAG area to start brainstorming tags that you might find valuable. Don't worry about organizing them. Think about keywords or phrases that your users would use to search.			Use the TAG GROUP section to organize your tags into groups. Some people may find that it's easier to create groups first and then fill in the tags u				er ead			
2											
3		TA	GS				Т	AG GROUPS	5		
4					Group Name	Unca					
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Once you've mapped your ideas, a quick reconfigure of your spreadsheet can make for an easy tag import.

## **Creating Tags**

From your Setting sub-navigation, select **ORGANIZE** to access Tags. Select a tag group to add your tag to. If you have not yet created or do not have a specific tag group, you can add to Uncategorized. The uncategorized group is often used when a tag could fall into two or more groups.



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hand soap	ASSET MANAGER CREATE AND PUBLISH BRAND CENTER
Settings	← Tags 🗄 Menus 💩 Custom fields
USER SETTINGS	Tag groups 🕑 🗜 New tag
ORGANIZE	Uncategorized tags Tag name
TRANSLATE	Scents cards
PRESETS	Products Email
ADVANCED	Color Mode Flower
THEME DESIGN	Fruit

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

🏷 Tags 📜 Menus 💩 Cu	stom fields
Tag groups 🕑 🗗	Apple $\bigoplus_{h}$
Scents	Tag name
Products	Lemon Verbena
Color Mode	Lime Pomegranate
People	Sunflower
Action	Sweet Berry

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

New tag	$(\pm)$
Tag name	
Apple	
cards	Edit b
Email	Move to group
Flower	:
Fruit	:
Logo	

# **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.



hand soap	ASSET MANAGER CREATE AND PUBLISH	BRAND CENTER
Settings	Tags :⊟ Menus الم	Custom fields
USER SETTINGS	Tag groups 🕀 🗗	New tag
ORGANIZE	Uncategorized tags	Tag name
TRANSLATE	Scents	True Hand Soap
PRESETS	Products	True Clean House
ADVANCED	Color Mode	
THEME DESIGN	People	
SHARED LINKS	Action	

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

ļ	Add tag group	
5	Name Color	
	Cancel 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.



ASSET MANAGER CREATE	AND PUBLISH BRA
🏷 Tags 📃 Menus 🖄	յ Custom fields
Tag groups	New tag
Uncategorized tags	Tag name
Scents	Apple
Products	cards

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)

Here is an example of how your file should look:

	Α	В	С	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					
٥					

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

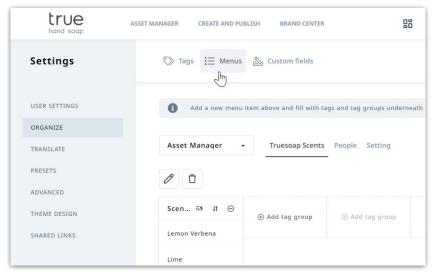
Thinking about reorganizing your tag structure? Please contact your Customer Success Manager to help you consider the approach! When removing all tags and tag groups, assets will lose their attached tags making them difficult to relocate in your asset manager.



# 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.

	true	ASSET MANAGER	CREATE AND PUBLISH	BRAND CENTER
Settings		🕅 Tags 📜 Menus	🖄 Custom fields	
USER SETTINGS		Add a new menu	item above and fill with ta	gs and tag groups under
ORGANIZE			_	
TRANSLATE		Asset Manager 👻	Truesoap Scents	People Setting
PRESETS		Asset Manager Create and Publish	3	
ADVANCED				
THEME DESIGN		Scents	585 4t	Θ
SHARED LINKS		Lemon Verbena		

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



i∃ Menus	🖄 Custom fields		Add menu
a new menu	item above and fill with ta	ags and tag groups under	neath
ager 🔹	Truesoap Scents	People Setting -	
↓t ⊝	🕀 Add tag group	⊕ Add tag group	⊕ Add tag group
ena			

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.

E	Add menu	l ta
4:	GENERAL PERMISSIONS	ple
	Menu name	
8	People	
50	Choose module to host this menu	
	Asset Manager 👻	Ad
_e	Asset Manager Create and Publish	-
.ir	Cancel Add	

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.

E	Add menu	i tag g
A:	GENERAL PERMISSIONS	ple
0	Marketing	
Sc	<b>Q</b> Search permissions	Add 1
Le	Design Video	Addit
Li	Cancel	0
Dame	granate	5

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



🕀 Add tag grou	α ⊕ Ω	Add tag group	⊕ Add tag group	⊕ Add tag group

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.

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	Add tag group			
0	Select existing tag	group		tag gro
Ass	$\square$		•	ng F
Ø				ng F
0		Cancel	Add	Add ta

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.



Asset Manager 👻	Truesoap Scents Settin
Reorder tags alphabetical	and the second state
Holding	Family
Picking	Group
Rolling	Single

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.

♥ Tags 📜 Menus			+ Add men
0			
Action ≅5 ↓† ⊝	People ≅5 4t ⊝	⊕ Add tag group	Add tag group
Holding	Family		
Picking	Group		
Rolling	Single		
Running	Child		
Squeezing	Adult		
Talking			
Washing			

This is how Menus will appear to your users:



true	ASSET MANAGER	CREATE AND PUBL	ISH B	RAND CENTER			
B All 🗍 Collections	🔊 Waiting room	Q Search	h Assets				
Truesoap Scents 🔹	🗅 Setting 🔻	🗅 People 🔺					
	Adult Fru	Action		People			≡
		Squeezing	3	Family	1		
Ē		Picking	4	Group	12		1
		Rolling	1	Single	14		
		Running	2	Child	20	1	
ipeg		Holding	4	Adult	25		
		Washing	13				
		jpg	C				

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