

# Author-Facing Tagging & Metadata Quick Guide

## (Excerpt from Governance Doc)

### 1.1 Who This Guide Is For (Author Lens)

#### Primary audience

- AEM **Sites authors** working on:
  - hardrock.com
  - reverb.hardrock.com
  - careers.hardrock.com (AEM UAT → prod)
- AEM **Assets authors / DAM users** who:
  - Upload and manage images, PDFs, video and other assets
  - Apply tags and metadata to support search, reuse, and page authoring

#### What you'll learn

- *Which* tags and metadata fields you are expected to use
- *When* to apply them (upload time vs. later)
- *How* your tagging choices affect:
  - Asset search and re-use
  - Sites features (e.g., teasers, search filters, related content, SEO)
  - Future reporting and governance

#### What this is not

- This is **not** a full governance or architecture doc.
- It is a **practical “how-to + rules of the road”** for day-to-day tagging and metadata entry.

**Key principle:** A digital asset is only as valuable as your ability (and your colleagues' ability) to *find and re-use it quickly*. Tags and metadata make that possible.

Reference: [Taxonomy and tagging best practices for AEM Assets](#)

### 2.4 Pain Points & Risks (From an Author's POV)

Below are the typical tagging/metadata issues we see in AEM Assets and how they show up in your daily work.

## 2.4.1 Common pain points

- “I can’t find the right image”
  - Assets live in deep folder structures; search terms don’t match filenames.
  - Tags are missing, inconsistent, or use internal jargon no one remembers.
- “Search returns too much random stuff”
  - Over-tagging with generic tags (promo, banner, 2024) on almost everything.
  - Ad-hoc tags created by individuals without governance.
- “I don’t know which asset is ‘the one’ to use”
  - No clear status/approval metadata.
  - Duplicates with slightly different crops or resolutions.
  - No obvious “canonical” asset for a campaign or component.
- “Pages break or look wrong after an asset changes”
  - Assets reused without understanding where they’re used.
  - Missing or incorrect alt text and metadata that drive components.

## 2.4.2 Risks if we don’t fix this

- **Brand risk**
  - Old logos, expired campaigns, or unapproved imagery keep popping up in new pages.
- **Operational drag**
  - Authors waste time hunting for assets instead of building pages.
  - More one-off requests to design / DAM teams because search is unreliable.
- **Compliance risk**
  - No easy way to exclude expired or rights-restricted assets.
  - Hard to prove what assets are used where if something must be removed.

**Goal of this guide:** Give you clear, simple rules so tagging/metadata work *with* you instead of against you.

Reference: [Metadata best practices for AEM Assets](#)

## 3.1 Tagging Principles for Authors

These are the **top-level rules** for how to tag anything in AEM Assets and on AEM pages.

### 3.1.1 Only use approved tag namespaces

- Use tags from the **approved tag groups** (namespaces) only:
  - hardrock: \_\_\_\_\_ – [placeholder: Brand / Experience / Venue taxonomy]
  - careers: \_\_\_\_\_ – [placeholder: Talent / Job Family / Location taxonomy]
  - global: \_\_\_\_\_ – [placeholder: shared cross-site taxonomy]

You should almost never create new tags yourself. If you don't see a tag you need, request it via the agreed workflow (see Section 4.2 below).

### 3.1.2 Tag for **findability**, not for decoration

- Ask: "*If I needed this asset again in 6 months, what would I search for?*"
- Tag based on:
  - **What it is** (guitar, restaurant interior, hotel exterior, artist press shot)
  - **Where it applies** (venue, region, market)
  - **What it's used for** (campaign, channel, page type)

Avoid:

- Very generic tags like `image`, `banner`, `website`, which don't narrow anything.
- Personal shorthand or acronyms that others don't know.

### 3.1.3 Make tags **additive to folder structure**

- **Folder path** ≈ broad classification (brand / site / business unit).
- **Tags** add more detail:
  - Business attributes (e.g., venue type, segment, job family)
  - Usage attributes (e.g., hero vs. thumbnail, web only vs. multi-channel)
- Never repeat the entire folder structure as tags. Use tags to add what isn't already obvious from the folder.

For more on how AEM combines folder structure + tags, see [Site Hierarchy, Taxonomy, and Tagging Guide](#).

### 3.1.4 Keep tags **few but meaningful**

- Aim for **3–8 strong tags** per asset, not 20+.
  - A tag is **strong** if:
    - It is clearly true for the asset.
    - It helps someone search (or build a component) in a specific way.
  - Avoid synonyms in tags when the taxonomy already covers them:
    - Pick **one**: guitar vs. electric-guitar vs. instrument/guitar.
    - Follow the agreed taxonomy structure.
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## 3.2 Core Tag Types You'll Use

(This section should be adapted to your actual tag namespaces and examples; placeholders are included.)

### 3.2.1 Brand / Site tags

- Used to indicate which **site(s)** or **brand context** the asset belongs to.
- Examples:
  - global:brand/hard-rock
  - global:brand/reverb
  - careers:brand/employer-brand

#### When to apply

- On upload or first use of an asset.
- Any time you bring in a new asset that belongs to more than one site, apply each relevant brand/site tag.

### 3.2.2 Content / Subject tags

- Describe **what** is in the image or asset.
- Examples:

*[Replace with actual tags once taxonomy is finalized]*

- hardrock:subject/venue-interior
- hardrock:subject/artist-performance
- hardrock:subject/food-and-beverage
- hardrock:subject/merchandise

#### How to use

- Prefer **hierarchical tags** that already exist (e.g., subject/venue/interior), not free-form words.
- Use 2–4 subject tags that best describe the key focus of the asset.

### 3.2.3 Audience / Channel tags

- Used when the same asset might be used in different **audience** or **channel** contexts.
- Examples (placeholders):
  - global:audience/fans
  - global:audience/candidates
  - global:channel/web
  - global:channel/social
  - global:channel/print

#### When to apply

- If an asset is clearly designed for a specific audience or channel (e.g., an Instagram story background, or a careers campaign hero).

### 3.2.4 Campaign / Initiative tags

- Tied to **specific marketing or brand campaigns**.
- Examples (placeholders):
  - hardrock:campaign/[campaign-name]
  - careers:campaign/[employer-campaign-name]

**Rule:** Do *not* invent campaign tags yourself. Use the standard campaign names provided by marketing/brand, or request them via the DAM admin.

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## 3.3 Author Workflows: How To Tag Assets in AEM

This section focuses on the **step-by-step actions** you'll take in AEM.

### 3.3.1 Tagging assets on upload (preferred)

1. **Upload your asset(s)** to the correct folder in /content/dam/....
2. After upload:
  - Select the asset(s) → click **Properties**.
  - Go to the **Basic** or **Tags** section (depending on view).
3. In the Tags field:

- Start typing and select from the **approved** tag list.
- Apply at least:
  - 1–2 **Brand/Site** tags
  - 2–4 **Content/Subject** tags
  - Audience/Channel/Campaign tags as appropriate.

#### 4. Save.

For an overview of how tags work across AEM, see [Tagging](#).

### 3.3.2 Bulk tagging multiple assets

Use bulk tagging when you have a **set of related assets** (e.g., a photoshoot for a venue).

1. In the **Assets** console, multi-select assets from the same shoot/collection.
2. Click **Properties**.
3. Add the **shared tags** (e.g., brand, venue, campaign).
4. Save.
5. If needed, open individual assets later and add more specific subject tags.

This keeps consistency high and reduces your time spent on repetitive tagging.

### 3.3.3 Tagging pages (AEM Sites) with page tags

Pages can also be tagged, which supports:

- Site search
- Related content components
- SEO meta tags (via the page's properties)

### How to apply page tags

1. Open the page in AEM.
2. Click **Page Information** → **Open Properties**.
3. On the **Basic** tab, under **Tags/Keywords**:
  - Apply the same brand/site/audience tags that match the page's content.
4. Save & Close, then publish as usual.

For page tagging details, see [Using Tags \(AEM Sites\)](#) and [Using Page Tagging with AEM Sites](#).

### 3.3.4 Using tags in search & components

#### Search

- In Assets or Sites:
  - Use the search bar, then filter by tag facets (if configured).
  - Remember: tags are more reliable than free-text search.

## Components

- Some components (e.g., **Search, Teaser, Related Content**) may be configured to:
  - Pull content based on tags (e.g., show all events with `global:audience/fans`).
- As an author:
  - Make sure your pages and assets carry the tags that your components are configured to use.
  - If you don't know which tags drive a component, ask your TA or DAM admin.

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## 4.2 How Authors Request New Tags or Changes

You *should not* directly create new tags unless you are a designated taxonomy admin.

### 4.2.1 When to request a new tag

Request a new tag if:

- You have a **recurring need** (not just a one-off) that existing tags don't cover.
- The new concept is important for:
  - Filtering or search
  - Reporting or governance
  - Driving a specific component

### Examples

- A new recurring campaign type
- A new venue type or new job family (for careers site)
- A new channel or content format that will be reused widely

### 4.2.2 Request workflow (template)

Use the agreed intake (e.g., JIRA, email, Confluence form). As a minimum, include:

- **Requested tag label:**  
e.g., `careers:job-family/data-science`
- **What it means (business definition):**

Roles whose primary responsibility is building and maintaining ML/AI models for [business area].

- **Why existing tags are insufficient:**

- We currently tag these roles as IT, which is too broad and mixes them with support positions.

- **Where it should live in the hierarchy:**

e.g., careers:job-family/data-science under careers:job-family.

- **Example assets/pages that will use it:**

- [Link to sample job posting]
- [Link to sample hero image]

The DAM architect / taxonomy owner will review, approve, or propose an alternative.

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## 4.3 Author “Do / Don’t” Summary

A quick checklist you can keep next to your AEM tab.

### 4.3.1 DO

- **Do** apply tags when you upload assets – don’t leave them for “later.”
- **Do** follow the **approved tag namespaces** and structures.
- **Do** tag for **findability**:
  - What is in the asset?
  - Who is it for?
  - Where is it used (site/brand)?
- **Do** use the same tags on:
  - Related assets (shoots, campaigns)
  - Related pages (campaign landing + child pages)
- **Do** bulk-tag when working with a large set from the same shoot or campaign.
- **Do** request new tags using the intake workflow instead of improvising.

### 4.3.2 DON’T

- **Don’t** create your own ad-hoc tags (unless you are a taxonomy admin).
- **Don’t** use generic, unhelpful tags like `image`, `misc`, `temp`, `test`.
- **Don’t** tag everything with a campaign tag “just in case”—only when clearly relevant.
- **Don’t** duplicate folder information as tags unless it adds real value.
- **Don’t** over-tag:
  - 3–8 meaningful tags beat 20+ noisy ones.

- **Don't** ignore alt text and key metadata fields:
    - They support accessibility, search, and component behavior.
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## References (For Deeper Learning)

- [Taxonomy and tagging best practices for AEM Assets](#)
- [Metadata best practices for AEM Assets](#)
- [Tagging \(AEM Assets Tutorials\)](#)
- [Using Tags \(AEM Sites authoring\)](#)
- [Using Page Tagging with AEM Sites](#)