

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.

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.

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](#)