

SHRSS shrss Tag Cleanup JIRA Checklist

SHRSS shrss Tag Cleanup – JIRA Checklist

This checklist is meant to be copied into JIRA as individual tickets or subtasks for DAM taxonomy cleanup.

1. Typos / inconsistent spelling

1.1 hotel/guadalaraja vs hotel/guadalajara

- **Current tags:**
 - shrss:hotel/guadalajara
 - shrss:hotel/guadalaraja (typo)
- **Issue:** Misspelled variant under hotel branch; risk of authors tagging with both and splitting search results.
- **Proposed action:**
 - Decide on canonical spelling: **guadalajara**.
 - Identify all assets tagged with shrss:hotel/guadalaraja.
 - Replace hotel/guadalaraja with hotel/guadalajara on those assets.
 - Remove/deprecate the hotel/guadalaraja tag.
- **Suggested JIRA summary:**
Normalize hotel location tag 'guadalaraja' to 'guadalajara' in shrss namespace
- **Priority:** High (impacts findability for a whole property).

1.2 properties/northernindiana vs properties/northern-indiana

- **Current tags:**
 - shrss:properties/northernindiana
 - shrss:properties/northern-indiana
- **Issue:** Duplicate concept with and without hyphen.
- **Proposed action:**
 - Agree on canonical slug format (recommend **northern-indiana**).
 - Identify all assets using each variant.
 - Retag all properties/northernindiana assets to properties/northern-indiana.
 - Remove/deprecate the non-canonical tag.

- **Suggested JIRA summary:**

Consolidate 'northernindiana' and 'northern-indiana' property tags

- **Priority:** Medium-High.

2. Encoded / malformed names

2.1 _x0032_4k-boutique

- **Current tag:**

- shrss:venues-and-branded-experiences/_x0032_4k-boutique

- **Issue:** Tag name contains XML encoding artifact; should be human-readable (likely 24k-boutique).

- **Proposed action:**

- Confirm desired label and slug with brand team (24K Boutique → 24k-boutique).
 - Create clean tag: venues-and-branded-experiences/24k-boutique.
 - Migrate asset references from _x0032_4k-boutique to 24k-boutique.
 - Remove/deprecate _x0032_4k-boutique.

- **Suggested JIRA summary:**

Rename encoded tag '_x0032_4k-boutique' to clean '24k-boutique'

- **Priority:** Medium.

2.2 lobby-bar-gmt_x002b_1

- **Current tag:**

- shrss:venues-and-branded-experiences/lobby-bar-gmt_x002b_1

- **Issue:** Encoded + in name; inconsistent and confusing for authors.

- **Proposed action:**

- Agree on canonical slug, e.g. lobby-bar-gmt-plus-1 or lobby-bar-gmt-1.
 - Create new tag with the clean slug.
 - Migrate asset references from lobby-bar-gmt_x002b_1.
 - Remove/deprecate the encoded tag.

- **Suggested JIRA summary:**

Normalize tag 'lobby-bar-gmt_x002b_1' to human-readable slug

- **Priority:** Medium.

3. Trailing hyphen names (cleanup and normalization)

The following tags have **trailing hyphens** and should be normalized:

- shrss:venues-and-branded-experiences/drum-cafe-interactive-drumming-
- shrss:venues-and-branded-experiences/hard-rock-golf-club-
- shrss:venues-and-branded-experiences/hard-rock-artist-spotlight-
- shrss:venues-and-branded-experiences/unplugged-
- shrss:venues-and-branded-experiences/velvet-sessions-

Shared issue: Trailing hyphens are visually messy, confusing in search, and fragile if used in automation.

Proposed global approach:

1. For each tag:
 - Confirm the intended name (e.g., drum-cafe-interactive-drumming).
 - Create a new tag without trailing hyphen.
2. Bulk update:
 - Find all assets using each trailing-hyphen tag.
 - Replace with the corresponding clean tag.
3. Governance:
 - Add a **"no trailing hyphens"** rule to DAM governance.
 - (Optional) Enable review process for new tags before they're added.

Suggested JIRA summary (one ticket with subtasks or several tickets):

- Parent: Normalize trailing-hyphen venue tags under shrss:venues-and-branded-experiences
- Subtasks:
 - Rename 'drum-cafe-interactive-drumming-' to 'drum-cafe-interactive-drumming'
 - Rename 'hard-rock-golf-club-' to 'hard-rock-golf-club'
 - Rename 'hard-rock-artist-spotlight-' to 'hard-rock-artist-spotlight'
 - Rename 'unplugged-' to 'unplugged'
 - Rename 'velvet-sessions-' to 'velvet-sessions'

Priority: Medium.

4. City vs country confusion (wrocław)

4.1 properties/wrocław and country/wrocław

- **Current tags:**

- `shrss:properties/wroclaw` (city/property)
 - `shrss:country/wroclaw` (incorrect, since Wroclaw is in Poland)
 - **Issue:** City is defined as a country; authors may mis-tag assets; reporting by country will be wrong.
 - **Proposed action:**
 - Validate that `wroclaw` should be a property/city only.
 - Remove/deprecate `country/wroclaw`.
 - Make sure assets are tagged with:
 - `properties/wroclaw`
 - `country/poland`
 - **Suggested JIRA summary:**
Correct country classification for Wroclaw (city vs country) in `shrss` tags
 - **Priority:** Medium–High (impacts reporting and navigation by country).
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5. Duplicate concepts across branches (governance / guidance)

*These are not necessarily errors but need **explicit guidance** for authors.*

Examples:

- `shrss:properties/guadalajara` and `shrss:hotel/guadalajara`
- `shrss:properties/new-york` and `shrss:hotel/new-york`
- `shrss:reverb` appears under:
 - `categories/reverb`
 - `venues-and-branded-experiences/reverb`
 - `properties/reverb`
 - `news-categories/reverb`
- Other duplicates: `rocksino`, `rocktane`, `unity`, `memorabilia`, `philanthropy` across different branches.

Issue: Authors may not know which branch to choose, leading to inconsistent tagging.

Proposed action:

1. **Design decision:** For each duplicated concept:
 - Define the **primary branch** for authors:
 - e.g., "For locations, always use `properties/*` and `country/*` for geography."

- e.g., "Use venues-and-branded-experiences/* when tagging a venue/experience concept; use news-categories/* only for news articles."

2. Documentation:

- Update the **Author Tagging Quick Guide** (above) with explicit examples of "When to use which branch."

3. Optional technical action:

- Mark some tags as "admin-only" if they exist purely to drive specific features (e.g., filters).
- Consider renaming some duplicates to be more explicit (e.g., reverb-hotel, reverb-news), if UI allows and is worth the churn.

Suggested JIRA summary:

Define and document primary usage for overlapping shrss tags (properties vs hotel, reverb, unity, etc.)

Priority: Medium (governance and long-term consistency).

6. Bulk retagging and validation tasks

These are cross-cutting tasks that should follow the specific fixes above.

6.1 Bulk asset retagging

- **Task:** For each corrected/removed tag:
 - Run a report or query for all assets using the old tag.
 - Apply the mapped new tag(s).
 - Verify that search facets and filters still behave as expected.

Suggested JIRA summary:

Bulk retag assets impacted by shrss taxonomy normalization

6.2 Search & navigation validation

- **Task:** After changes:
 - Validate AEM Assets search behavior:
 - Searching "Guadalajara", "Northern Indiana", "Reverb", etc.
 - Validate any Sites components that rely on tags (facets, filters, carousels).
 - **Suggested JIRA summary:**

Validate search and site behavior after shrss tag cleanup
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7. Governance follow-ups (optional but recommended)

To avoid similar issues in future:

- Add a **tag naming convention** doc (no encoding, no trailing hyphens, one canonical slug per concept).
- Introduce a **review workflow** for new tags (DAM architect sign-off).
- Schedule a **periodic taxonomy audit** (e.g., quarterly review of newly created tags).

Suggested JIRA summary:

Establish shrss tag governance rules and review process

You can prioritize these items into one epic (e.g., "SHRSS shrss Tag Taxonomy Normalization") with each bullet above as a story or subtask.