



TAXONOMY STRATEGY

CEIWC



AGENDA

 **TAXONOMY OVERVIEW**

 **CEIWC TAXONOMY**

 **NEXT STEPS**

TAXONOMY OVERVIEW





WHAT IT IS

A **taxonomy** is a system for **naming/labeling/tagging and organizing** website information into groups that share similar characteristics.

WHAT IT DOES

SHAPES BROWSING



The taxonomy shapes how users browse the site because it determines what information users can access

POWERS EXPERIENCES



The taxonomy powers site experiences including search, related content, personalization, and faceted browsing

PROVIDES FLEXIBILITY



Faceted browsing enables items within the taxonomy to be accessed and ordered by users in multiple ways (through users applying multiple filters)



HOW IT WORKS

The taxonomy is made up of controlled labels called tags















<input checked="" type="checkbox"/>	Tag A
<input checked="" type="checkbox"/>	Tag B
<input checked="" type="checkbox"/>	Tag C
<input type="checkbox"/>	Tag D
<input checked="" type="checkbox"/>	Tag E
<input type="checkbox"/>	Tag F
<input type="checkbox"/>	Tag G



HOW IT WORKS

These tags are applied to pieces of content (nodes)



PIECE OF CONTENT		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
 Tag A	 Tag 1	 Tag -
 Tag B	 Tag 2	 Tag -
 Tag C	 Tag 3	 Tag -
 Tag D	 Tag 4	 Tag -

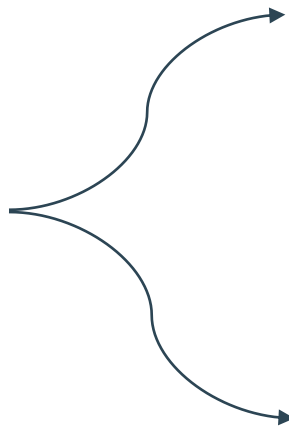
HOW IT WORKS

Content can have multiple tags and belong to different groups

PIECE OF CONTENT		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
<input checked="" type="checkbox"/> Tag A	<input type="checkbox"/> Tag 1	<input checked="" type="checkbox"/> Tag -
<input checked="" type="checkbox"/> Tag B	<input type="checkbox"/> Tag 2	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag C	<input checked="" type="checkbox"/> Tag 3	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag D	<input checked="" type="checkbox"/> Tag 4	<input type="checkbox"/> Tag -

HOW IT WORKS

One unique tag
can be applied to
multiple pieces of
content



PIECE OF CONTENT X		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
<input type="checkbox"/> Tag A	<input type="checkbox"/> Tag 1	<input checked="" type="checkbox"/> Tag -
<input checked="" type="checkbox"/> Tag B	<input type="checkbox"/> Tag 2	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag C	<input checked="" type="checkbox"/> Tag 3	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag D	<input checked="" type="checkbox"/> Tag 4	<input type="checkbox"/> Tag -













PIECE OF CONTENT Y		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
<input type="checkbox"/> Tag A	<input type="checkbox"/> Tag 1	<input checked="" type="checkbox"/> Tag -
<input checked="" type="checkbox"/> Tag B	<input type="checkbox"/> Tag 2	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag C	<input checked="" type="checkbox"/> Tag 3	<input type="checkbox"/> Tag -
<input type="checkbox"/> Tag D	<input checked="" type="checkbox"/> Tag 4	<input type="checkbox"/> Tag -















HOW IT WORKS

Content with the same tag are recognized as a group, and presented to the user when he/she searches or filters using that tag

TAGGED WITH B

PIECE OF CONTENT X		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
 Tag A	 Tag 1	 Tag -
 Tag B	 Tag 2	 Tag -
 Tag C	 Tag 3	 Tag -
 Tag D	 Tag 4	 Tag -

PIECE OF CONTENT Y		
TAXONOMY CATEGORY	TAXONOMY CATEGORY	TAXONOMY CATEGORY
 Tag A	 Tag 1	 Tag -
 Tag B	 Tag 2	 Tag -
 Tag C	 Tag 3	 Tag -
 Tag D	 Tag 4	 Tag -



WHY IT MATTERS

Only 16% of websites provide a good filtering experience, with **sufficient filtering types** available, a balanced filtering design and a **filtering logic** that aligns well with user expectations.

CEIWC TAXONOMY


































Blog Post

careers?



SAFETY CENTER TAXONOMY

We recommend the following taxonomy for safety center content:

CONTENT TYPE	INDUSTRY	HAZARD TYPE
 Videos	 Construction	 Infectious Diseases
 Posters	 Government	 Driving
 Quizzes	 Retail	 Sanitation
 Tip Sheets	 Education	 Substance Abuse
 Training Modules	 Groundskeeping	 Weather
 Blog Posts	 Security	
 Events	 Hospitality	
 Webinars		
 Kits		
 Pocket Guides		
		



SAFETY CENTER EXAMPLE

PIECE OF CONTENT	<u>KNOW YOUR WINTER WEATHER TERMS</u>		
	CONTENT TYPE	INDUSTRY	HAZARD TYPE
TAGS	<input type="checkbox"/> Videos	<input type="checkbox"/> Retail	<input checked="" type="checkbox"/> Weather
	<input checked="" type="checkbox"/> Tip Sheets	<input type="checkbox"/> Government	<input type="checkbox"/> Ergonomics
	<input type="checkbox"/> Quizzes	<input checked="" type="checkbox"/> Construction	<input type="checkbox"/> Driving Safety
	<input type="checkbox"/> Posters	<input type="checkbox"/> Education	<input type="checkbox"/> Sanitation



NEWS & MEDIA TAXONOMY

We recommend the following taxonomy for news and media content:

INDUSTRY	CONTENT TYPE
■ Construction	■ Legislative Updates
■ Government	■ Events
■ Retail	■ Publications
■ Education	■ Newsletters
■ Groundskeeping	■ Case Studies
■ Security	■ Blog Posts
■ Hospitality	■ Brochures
■	■
■	■
■	■

NEWS & MEDIA EXAMPLE

PIECE OF CONTENT	<u>HOW SPECIAL IS YOUR E-MOD</u>	
TAXONOMY CATEGORY	CONTENT TYPE	INDUSTRY
TAGS	<input type="checkbox"/> Videos	<input checked="" type="checkbox"/> Retail
	<input checked="" type="checkbox"/> Newsletters	<input checked="" type="checkbox"/> Government
	<input type="checkbox"/> Quizzes	<input checked="" type="checkbox"/> Construction
	<input type="checkbox"/> Posters	<input checked="" type="checkbox"/> Education

GUIDELINES: FUTURE TAGGING

- When tags are user-facing (as many CEIWC tags will be) they must be simple terms that make sense to users
- Tagging CEIWC content and pages will be an ongoing effort as new pages/products are added to the site
- Going forward, tagging should follow a strict process guided by the taxonomy that covers which tags should be applied and when to create new tags
- Being liberal with tagging is detrimental to the user's browsing
- Tags not currently in the taxonomy should only be created when necessary

A photograph of a modern office hallway. In the foreground, a large, textured concrete pillar stands on the right side. To its left, a person in a blue shirt and dark pants is walking away from the camera down a carpeted hallway. The hallway has a textured carpet and a wooden handrail on the right. In the background, a yellow piece of equipment is visible. The text "NEXT STEPS" is overlaid in white on the right side of the image.

NEXT STEPS

NEXT STEPS



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Onsite meeting to present:

- Core content strategy
- Taxonomy strategy
- Content playbook for pages 3-7
- Homepage wireframes

1/15

Chesapeake Employers provide feedback on:

- Core content strategy
- Content playbook pages 3-7
- Homepage wireframes

1/16

R2i begin interior template wireframes

2/1

User Testing Begins



THANK YOU