



Hospitality Client

Taxonomy Education & Brief

05.20.2025

A taxonomy is a set of terms used to organize items in a rational, hierarchical system with defined relationships.

Taxonomy will help curate and display compelling and personalized content across the player journey.



Without Taxonomy.



With Taxonomy.



Some Definitions.

Taxonomy

A set of terms used to organize items in a rational system with defined relationships.

Metadata

Addition information about a piece of content that makes the asset searchable, findable, and reusable.

Categories & Subcategories

High-level terms expressing a broad theme to organize content. Categories may contain narrower, related terms called subcategories.

Tags

Specific keywords anchored directly to a piece of content (component, page, etc.) or asset (video, image, PDF, etc.).

Facets & Related Tags

Lateral relationships between terms in the taxonomy (e.g., Brand, Location, and Restaurant) and child tags that live in multiple locations.

Synonyms

Words that mean exactly or nearly the same as another word (e.g., Property and Location) that could be used to describe content.

What It Does.

Taxonomy Enables Search

- Taxonomy design will help improve search by creating more consistent and user-friendly matches between keywords and search queries
- From the taxonomy, there will be a list of tags that can be applied to individual content pieces. Once that content is tagged, it will be indexable by the search engine.
- By understanding the defined relationships of a tag, the engine will better understand what content is most relevant to the search and what should be the top priority.

Taxonomy Empowers Delivery

- Taxonomy lives in the CMS and will help define the tree structure for organizing and managing content.
- This taxonomy will save content managers time and effort when needing to retrieve information/documents.
- Having a consistent set of tags will make categorizing pieces of content faster and more logical

Taxonomy Informs Navigation and Nomenclature

- Taxonomy defines the hierarchy between concepts and terms making it easy to understand the broad-to-narrow relationships between content.
- This allows for more logical navigation labeling and content bucketing because we have a set of user-friendly, defined terms and the defined parent children relationships associated.
- It also informs the UI navigation design as it gives us an idea of the depth that the navigation levels go.

What It's Not.

Navigation/Sitemap

This is meant to be user-facing, what most people would see as a website's primary navigation; it is often synonymous with the sitemap. However, the navigational interface is separate from the back-end taxonomy, and it can change at any time—while the taxonomy driving it remains stable. It can be created from the back-end taxonomy if appropriate (usually for product heavy sites), but it is not the actual taxonomy.

Faceted Navigation

This lives in both worlds: sometimes they mirror the back-end taxonomy as is, and sometimes they are curated for a custom interface. However, like the navigational taxonomy, the difference in definition is an important distinction: it should be created from the taxonomy, but it in and of itself is not the taxonomy.

SEO Metadata

This is system data that lives in the code. It usually includes the tags associated with each piece of content, as well as data such as description, keywords, author, modification timestamp, size, file type, referring URL, etc.

```
<meta http-equiv="content-type" content="text/html">
<meta name="title" content="Is This One of the Best Places to Visit in the World?">
<meta name="predictivetitle" content="Is This One of the Best Places to Visit in the World?">
<meta name="keywords" content="Waterfront, Places to Visit, Inspiration">
<meta name="searchkeys" content="Waterfront, Places to Visit, Inspiration">
<meta name="description" content="Waterfront, Places to Visit, Inspiration">
<meta name="subcategories" content="Waterfront, Places to Visit, Inspiration">
<meta name="categories" content="Waterfront, Places to Visit, Inspiration">
<meta name="inspiration" content="Chilled Waterfront, Places to Visit, Inspiration">
```

Key Characteristics.



Nested Hierarchy.

It is organized into a nested hierarchy. This means the tags/ instances can have both parents (broader terms) and children (narrower terms).



Unique Tags

Each tag is unique. It can have multiple parents, but each tag exists only once.



Synchronization

The taxonomy is in sync with (but usually does not mirror) all of a site's digital assets, including images, documents, and media.



Maintained in System

The taxonomy is built and maintained in the back-end and will talk to other systems in the same language. Site users probably won't see much of it!

What It Does and Doesn't Do.

What It Does



Establishes a framework for site organization and content



Helps people locate and understand where and how existing content is used



Delivers a richer guest experience by enabling dynamic and personalized content



Enables clean analysis of digital performance by key terms and categories that describe the content and assets

What It Does Not Do

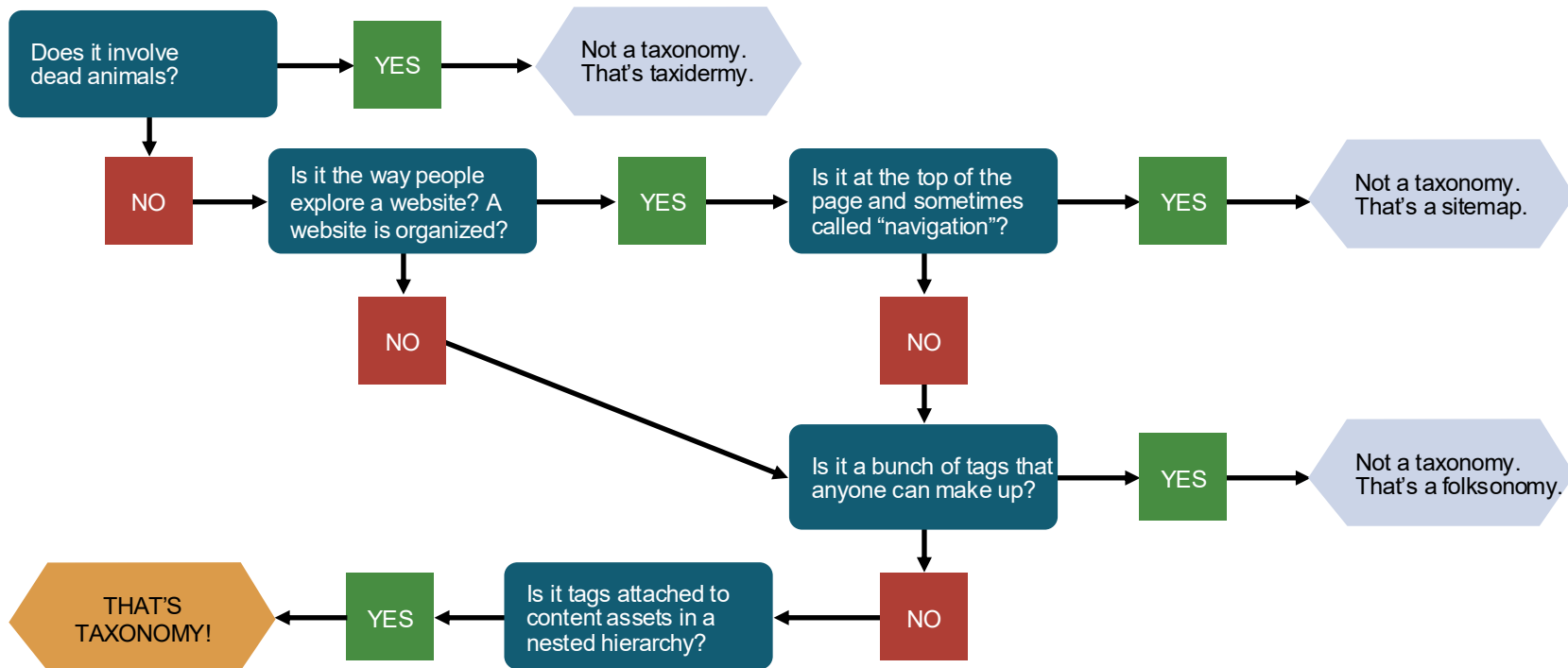


Requires brand teams to relinquish control over what content guests see

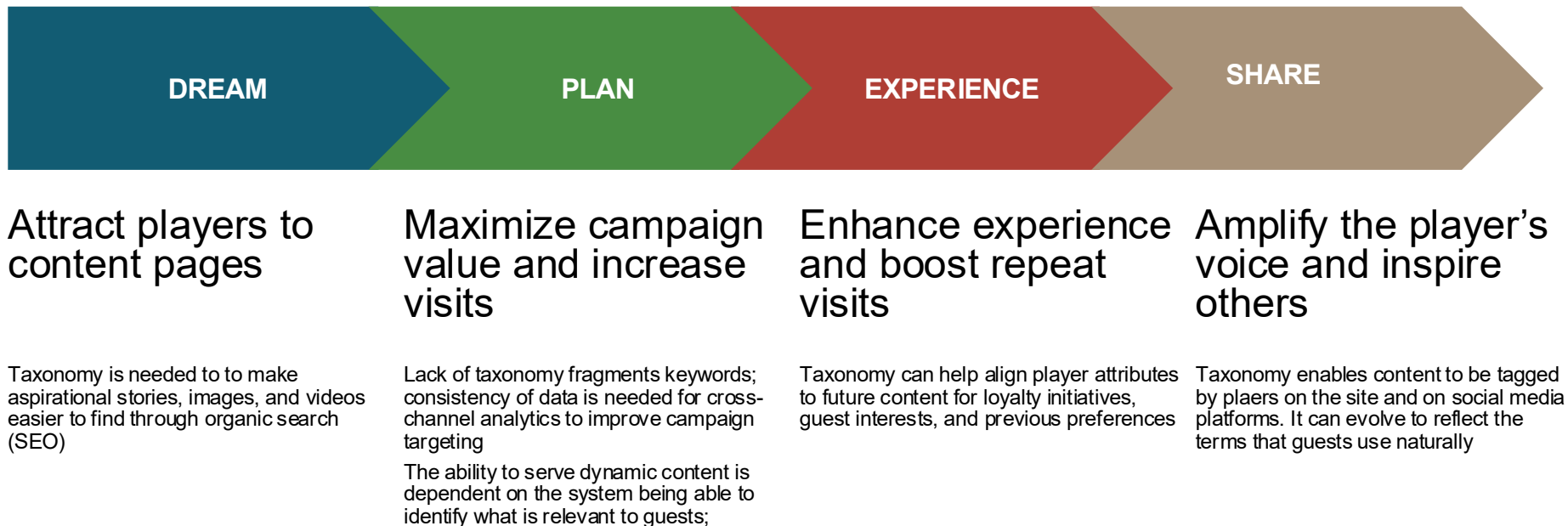


Establishes a static, unchanging set of terms or categories to describe content

Is It a Taxonomy?



Benefits of Taxonomy.

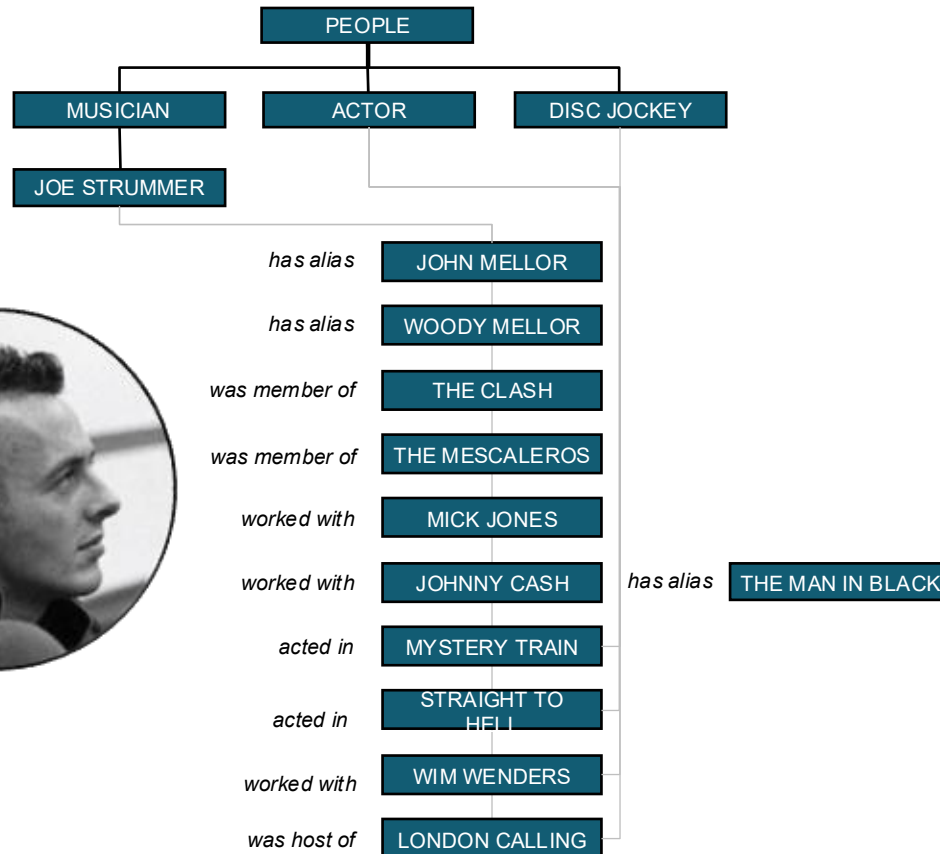


Taxonomy Illustrated.

WHAT IS NEEDED?

As a **common language to describe all content and assets**, consensus and support in establishing the taxonomy structure and managing its evolution is crucial.

It involves multiple relationships of different types beyond basic hierarchy.



Taxonomy Structure

Guiding Principles.

Simplicity

Make it easy for content authors to tag content appropriately

Scalability

Build a good foundation for global expansion

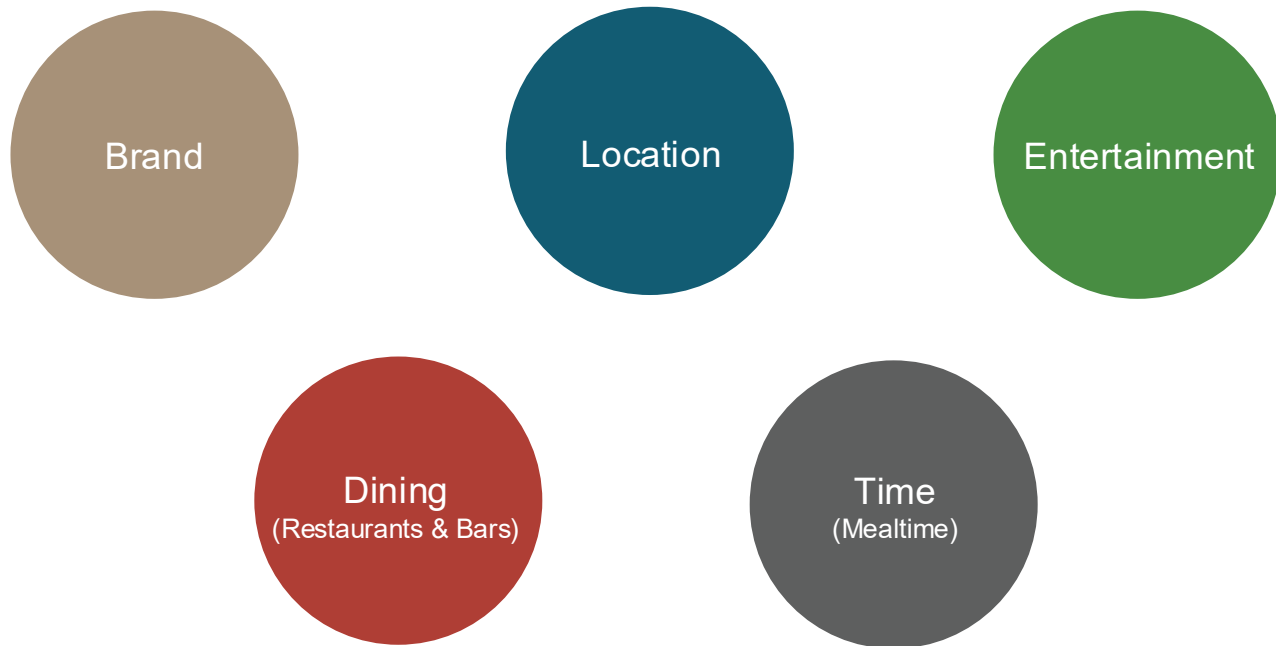
Extensibility

Ensure that related tags accommodate all business needs

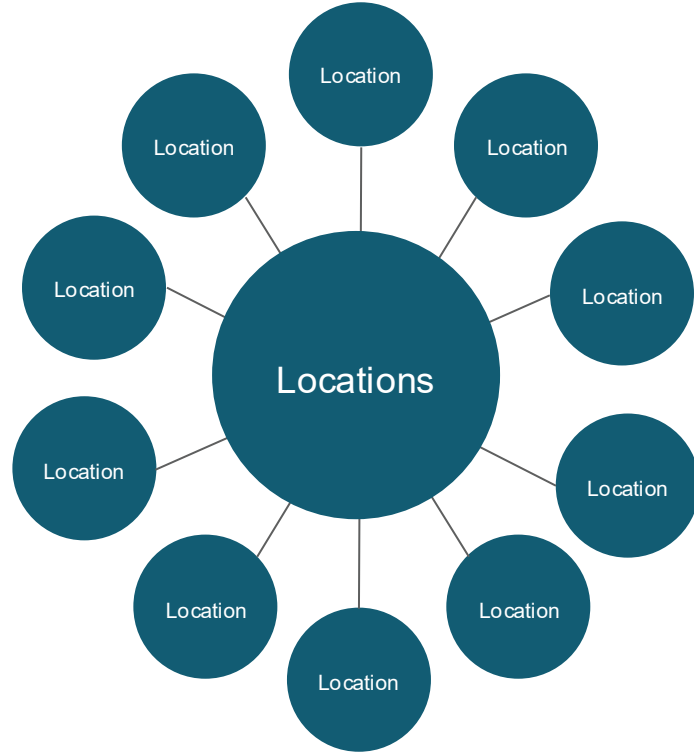
Ease of Maintenance

Make it easy to maintain the back end within Content Stack or other system

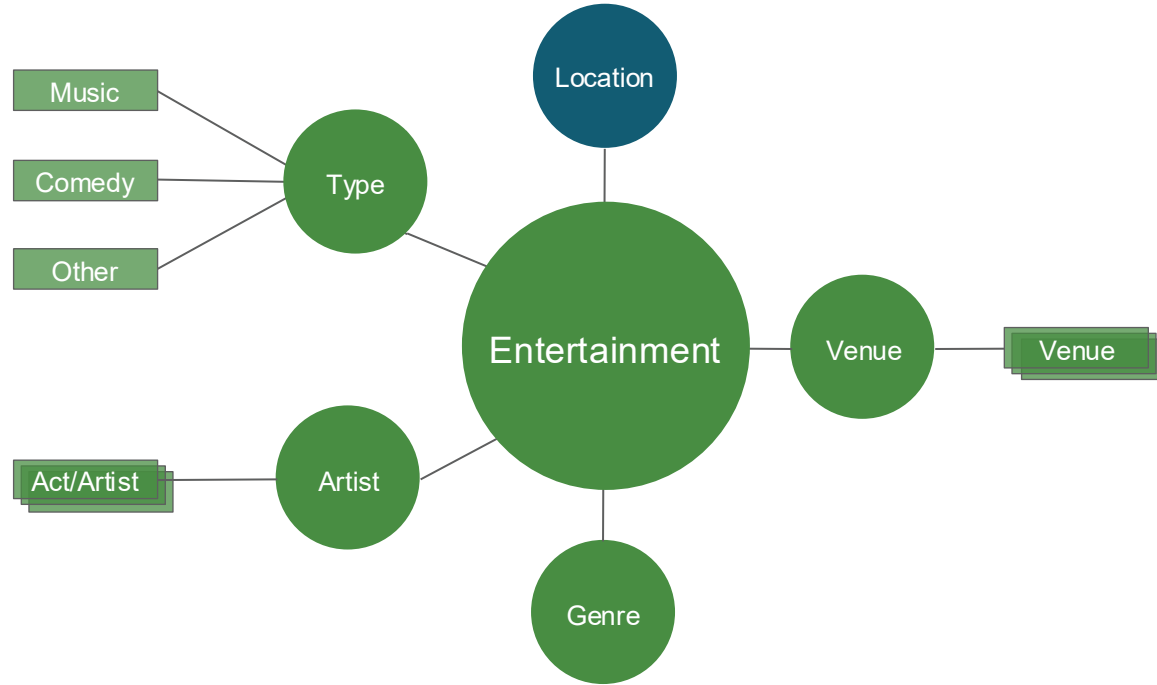
Structure



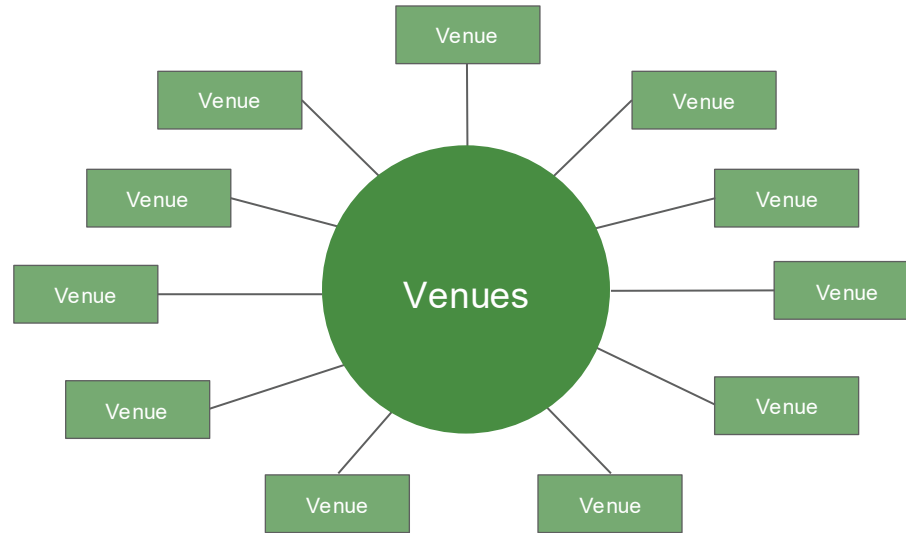
Illustrative Structure



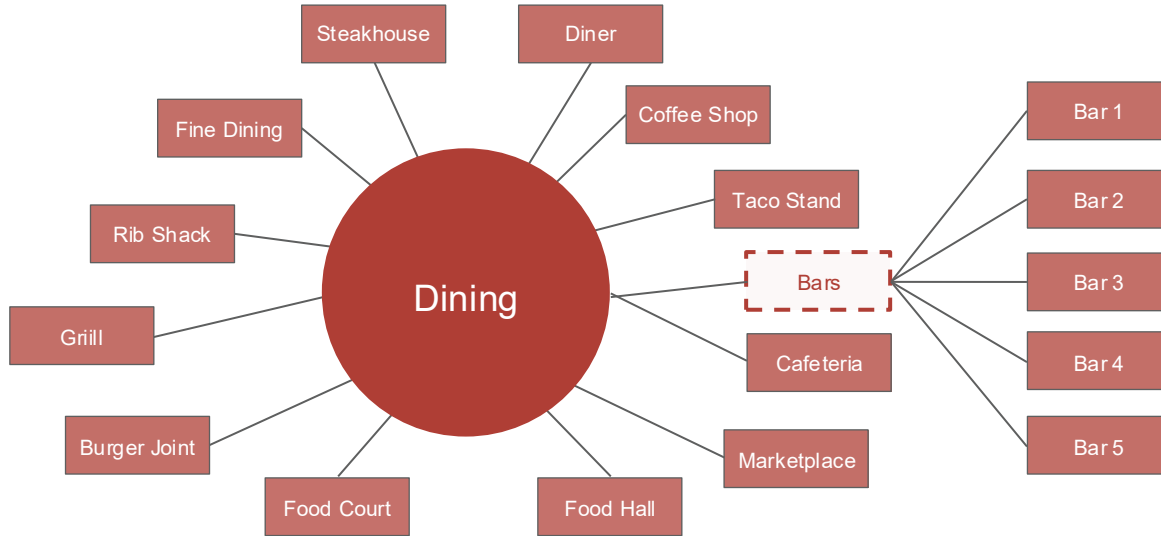
Illustrative Structure



Illustrative Structure



Illustrative Structure



Thank you.