

Tag assets with asset taxonomy

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As the number of your digital assets grows, you might be looking for ways to **keep your assets organized and findable at scale**.

Take a look at asset taxonomies to simplify your asset governance and make finding your assets an easy task.

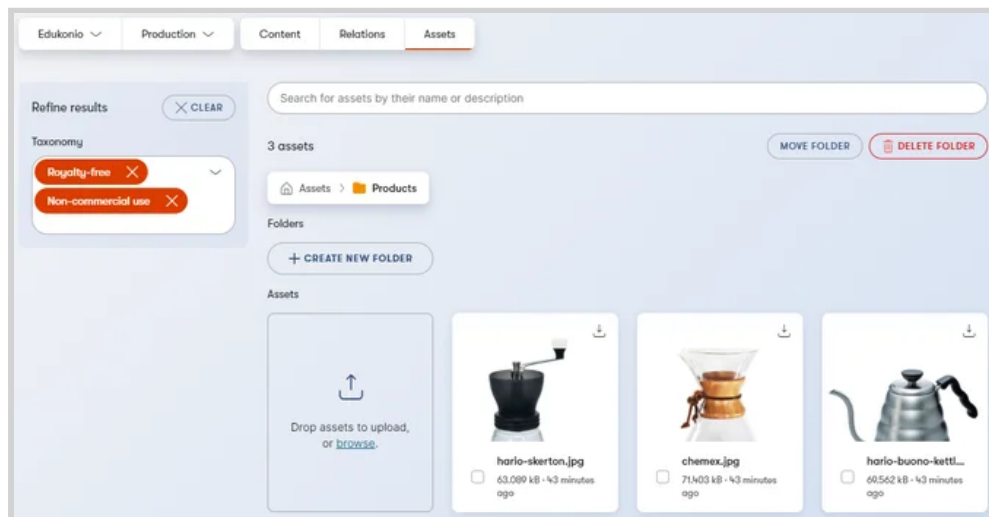
Asset governance through consistent tagging

With advanced asset management, you can use custom **asset taxonomies for tagging your assets**. This makes it easier to store, categorize, and find the assets your team needs.

What do you get with asset taxonomies?

- Organize your assets your way by defining the right categories based on your specific needs.
- Quickly find assets matching your criteria when authoring content.
- Avoid creating duplicate assets, oftentimes caused by content creators unable to locate the right assets.
- Filter out yet uncategorized assets to add necessary metadata and keep consistency.

Consistently tagging your assets helps you effectively govern your asset library.



Find your tagged assets with asset taxonomies

Create asset taxonomies tailored to your needs

Let's go through a few examples of how you can [categorize and organize your assets](#) to get the most benefit.

Example A: Administration of digital asset operations

If you're creating and producing content for multiple regions across the world, you'll find that certain audiences are used to certain things and have their specific requirements. Think about the differences between the Japanese, French, or German audiences.

For example, this might result in you creating a few versions of a specific asset (be it an image or document) that differ in small details. To make sense of these asset variations, you can tag them using a regional taxonomy created for this purpose.

Example B: Descriptive categories for your assets

To find assets related to a specific topic, you can tag the assets with descriptive categories such as health care, automotive, gaming, and more. You can also create a taxonomy of objects (such as an animal, train, computer) to clarify what the asset contains.

The categories in your taxonomies can be flat or hierarchical, depending on your preference. Check out our [guidelines for designing a good taxonomy](#).

Example C: Structural metadata

Adding structural metadata to your assets helps you identify where the assets are used. For example, for each asset, you might want to select a specific spot in your website's [sitemap](#). Or maybe you want to tag your assets based on related content types.

Asset taxonomies compared to asset folders

Both taxonomies and folders are great for adding structural metadata.

Asset taxonomies let you organize assets based on multiple categories. You also get the option to search for uncategorized (or untagged) assets, which helps with consistency.

Folders isolate your assets, allowing for a single type of categorization. They don't prevent content creators from duplicating assets or leaving assets outside the folders they should be in.

Make order with advanced asset management

Want to [tag your assets](#) consistently and at scale in your project? Contact us to enable advanced asset management for you.

[Activate advanced asset management](#)

What's next?

Once you have advanced asset management enabled for your project, your project manager needs to [set up asset taxonomies](#) so that you can [start tagging](#) your digital media.

If you're interested in getting started with advanced asset management in Kontent.ai, schedule a [personalized demo](#) with one of our content experts.