

Blog Tag and Category Standards

This page outlines the standards for creating and using tags and categories for blog posts on WiscWeb (Wordpress).

Categories and tags allow content authors and users to sort and view only the blogs posts with these specific identifiers. They are useful because then you can link from an email or advertisement to a filtered view of your blog. For example, if you want to send an email to your subscribers that links to your current newsletter articles in your blog, you can create a tag/category for the newsletter, such as "2021 Newsletter". Then you would tag/categorize all related blog posts and send your email with the tag's/category's link so that your subscribers can see all 2021 newsletter articles on one page.

You are not required to use blog tags or categories. **If you choose to use tags or categories, your department should have a standard set of categories and/or tags that are used consistently.**

The web team recommends to periodically do a Category and Tag review of your blog instances. The web team can help you perform these audits.

Blogs managed by MSC use both categories and tags. All other blogs should use categories **or** tags. You can choose either tool to organize your blog.

Tags

Blog tags are optional. The purpose of tagging blog posts is to allow users to filter posts by topic or audience within your blog. These tags are not intended to be used like search keywords, hashtags or buzzwords. A blog tag has its own link, this means you can link to all related blog posts as needed.

Categories

Blog categories are also optional. The purpose of adding categories to blog posts is to allow users to filter posts by topic or audience within your blog. These should be broader topics that cover large sections of your blog. A blog category has its own link; this means you can link to all related blog posts as needed.

General Tips

Do's:

- Create a plan for tagging or categorizing your blog posts.
- Create a standardized list of tags to use across your blog; this list should not change often.
- Tags/categories should be specific to a few blog posts
 - Examples of appropriate tags: Alumni, Student, Diversity, Applied Learning, Research, Careers and Internships, Newsletter, 2020 Newsletter, Spotlight
- Tags/categories should apply to a specific topic or audience
- Tags/categories should be title case (all important words capitalized)
- Limit the number of tags used in each blog post

Don'ts:

- Don't use generic tags, such as WSB or UW (If the tag could apply to most or all posts in your blog, it is not specific enough.)
- Don't use a tag that only applies to one blog post (the tag is too specific)
- Don't use people's names in tags
- Do not use the following tags: Wisconsin School of Business, Wisconsin MBA, Full-Time MBA, UWMadison, University of Wisconsin, MBA, UW, Madison
- Do not use hashtags as tags

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