

Knotch

Knotch Content Masters Playbook: Fuel insights through content tagging and taxonomy

Fuel insights through content tagging and taxonomy

An effective taxonomy and tagging structure is critically important to maximizing the impact of your content strategy.

Knotch customers use Knotch's automated tagging system and content intelligence to:

- Gain deep insights into audience needs and behaviors.
- Power comprehensive content audits.
- Determine what content to update, enhance, or retire to boost content outcomes.

“Use tags to understand exactly what customers are looking for and give them more of that.”

Ian Port
Director of Content
Zillow



Best practices for taxonomy and tagging from Knotch and Knotch customers:

1. Taxonomy and tags aren't just for content teams. A taxonomy should align with the overall business strategy, including core audiences, lines of business, and product lines. A tagging structure should be operationalized across teams and systems, such as in the CMS, an internal DAM, or content intelligence platforms like Knotch.

2. Think of tags as “bets” you're making on content. Use tags to gain a granular understanding of what's working and what's not. Tags help measure the effectiveness of a number of content attributes, across different audiences, stages, or campaigns.

3. Don't underestimate how wrong you'll be about your audience behaviors. Use tags to challenge your preconceived notions about what and how audiences want to consume your content. Those notions can often be wrong, so be open to what patterns will emerge and let audience behaviors help drive your content decisions.

[>> Learn More Taxonomy And Tagging Best Practices:](#)

Watch the Knotch Content Masters session with Ian Port, Director of Content, Zillow and Keith Wiegold, Sr. Director of Content Strategy, Knotch

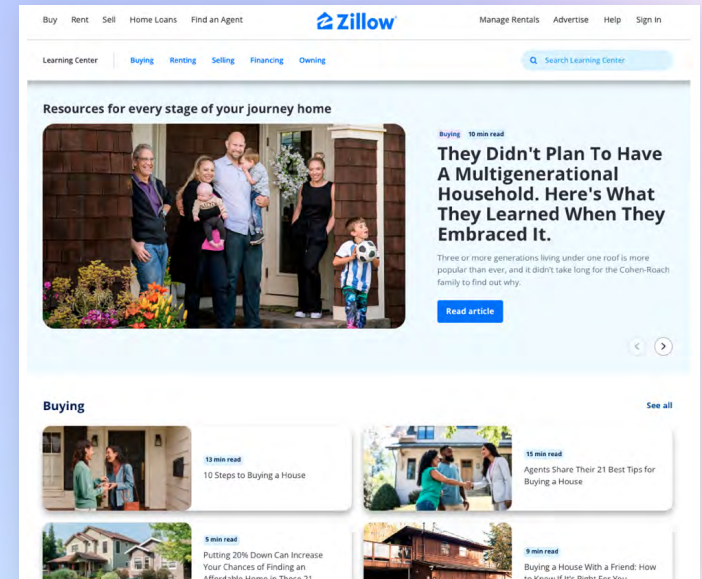
Customer story: Zillow Learning Center

Zillow evolved its Zillow Learning Center to combine content across major personas such as Buyers, Sellers, Renters, and Owners. The content team used the Knotch platform, Knotch strategy team, and a robust tagging structure to validate its content organization and content performance.

With Knotch's content intelligence platform, Zillow discovered:

- Surprising content findings, such as: long articles on financing had higher-than-expected engagement and conversion.
- Often, the same content pieces appeared in high-converting audience journeys for a line of business traditionally unrelated to the content.
- Tags were an easy way to group similar articles and create landing pages for use in email activation campaigns.

"We've done a lot of work to optimize our Learning Center content to drive our business goals, and we see it paying off." — Ian Port, Zillow



Zillow uses Knotch to map content attributes against performance and learn surprising behaviors of what drives audience engagement and ultimately conversion.

Use Knotch's automated tags for content insights

Like tags in your CMS or DAM, Knotch utilizes tags for deeper insights on how content can be optimized for campaigns, content types, referring channels, journey stages, and more. With Knotch tags:

Automate tagging through AI: Eliminate manual tagging with tags for every page and piece of content on content attributes such as tone, structure, length, the assets it contains, and more.

Customize tags specific to your business: For your unique content attributes and measurement needs, create rule-based tags that are automatically applied going forward.

Act on deep analysis of content attributes: Filter intuitive, live dashboards in Knotch using content tags to answer any question about your content performance.