

# Blog Post Tagging Guidelines

## Categories

Align categories with top-level themes, topics, audiences, and/or site areas.

- Choose categories based on how they match the entire theme of a post.
- Although some topics might overlap, limit a post to three categories.
- Always select a primary category.
- Always make categories capitalized.

## Category 1

Associated topics and terms:

- *topic, topic, topic...*
- *keyword, keyword, keyword...*
- *tag, tag, tag...*

## Category 2

Associated topics and terms:

- *topic, topic, topic...*
- *keyword, keyword, keyword...*
- *tag, tag, tag...*

## Category 3

Associated topics and terms:

- *topic, topic, topic...*
- *keyword, keyword, keyword...*
- *tag, tag, tag...*

## Category 4

Associated topics and terms:

- *topic, topic, topic...*
- *keyword, keyword, keyword...*
- *tag, tag, tag...*

## Tags

Align tags with keywords, topics, personas, and/or functional post filters.

- Choose tags based on how often a term or related term appears in post.
- Limit most posts to 5 tags (doesn't apply to functional tags).
- Do not duplicate a category as a tag.
- Do not create a tag until at least five posts are a fit for the tag.
- Periodically audit tags to avoid clutter or to adapt to content trends.
- Always use lowercase.

## Tags with Special Clarifications

Follow these guidelines for tags that have special uses or need further clarification.

- *tag - explanation for a tag that might need distinction from another tag or category, or clarification for use*
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## Top Tags

Tag	Tag
Tag	Tag
Tag	Tag
Tag	Tag
Tag	Tag
Tag	Tag
Tag	Tag
Tag	Tag