



Developing a common language

How a single taxonomy can serve an entire organisation



Together we will beat cancer



Who am I?



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Taxonomy Manager,
Cancer Research UK

Agenda

1. Cancer Research UK – our goals
2. Website taxonomy
3. SharePoint taxonomy
4. Testing our terms
5. Looking forward



Cancer Research UK





- **3,500 staff**
- **10,000 pages of content**
- **160m page views p.a.**



Science



Research

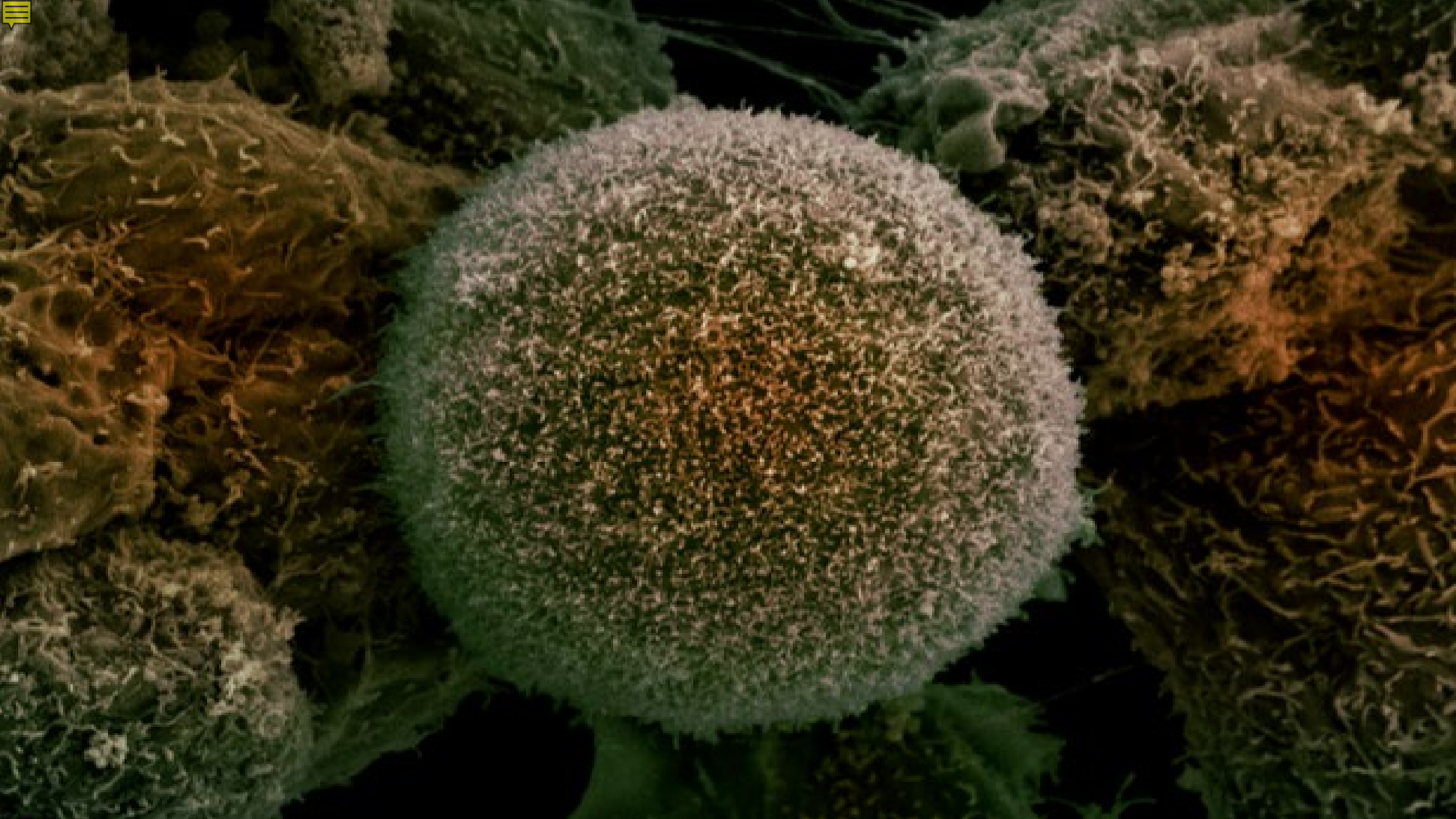


Statistics



Policy





Web taxonomy



The same term
used with
diverse content



Melanoma



Internal taxonomy



The same term
used with
diverse content



Melanoma

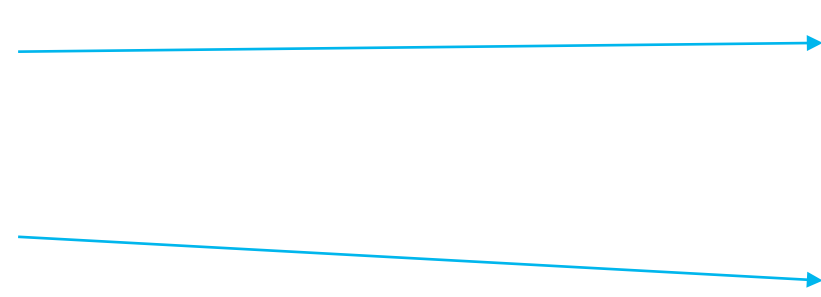








Taxonomy terms



Sharable
















Flexible





TAXONOMY TERM STORE

English

- ▶  Cancer Research UK international initiatives 
- ▶  Cancer Research UK messaging
- ▶  Cancer Research UK service
- ▶  Cancer subject
 - ▶  Cancer in the news
 - ▶  Diagnosing cancer
 - ▶  Hard-to-treat
 - ▶  People
 - ▶  Policy
 - ▶  Preventing cancer
 - ▶  Research and trials
 - ▶  Risk
 - ▶  Statistics
 - ▶  Treatment

869 terms

Filters



Cancer subject



- ∨ Cancer in the news
 - Cancer controversies
 - Miracle cures
- ∨ Diagnosing cancer
 - Barriers to seeing your doctor
- ∨ Cancer characteristics
 - Advanced cancer
 - Early cancer
 - > Grade
 - In situ
 - Localised cancer
 - Locally advanced cancer
 - Lymph node spread
 - Morphology
 - Rare cancer
 - > Stage

15 terms

Cancer subject



- ✓ Diagnosing cancer
 - Barriers to seeing your doctor
- ✓ Preventing cancer
 - Behavioural change
 - Behavioural insights
 - Behavioural interventions
 - Behavioural science
 - Quitting Smoking
- ✓ Research and trials
 - Health research
- ✓ Screening
 - Bowel screening
 - Cervical screening
- ✓ Treatment
 - Personalised medicine

Reuse terms function

- ▲ Insights Hub Taxonomy
 - ▶ Activity
 - ▶ Brand
 - ▶ Cancer Research UK service
 - ▲ Cancer subject
 - ▲ Diagnosing cancer
 - ↻ Barriers to seeing your doctor
 - ▲ Preventing cancer
 - ↻ Behavioural change
 - ↻ Behavioural insights
 - ↻ Behavioural interventions
 - ↻ Behavioural science
 - ↻ Quitting Smoking
 - ▶ Research and trials
 - ▶ Screening
 - ▶ Treatment









Treejack



65%



86%





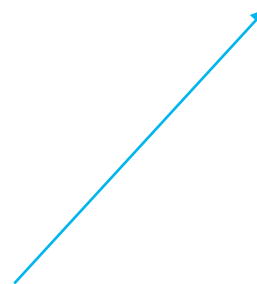
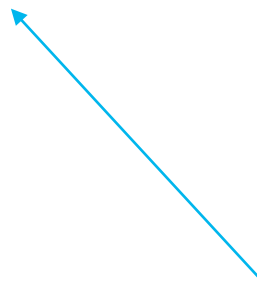


**External
web**

**Internal
documentation**

**CRUK
taxonomy**

IT helpdesk





Does anyone have any questions?





Thanks!