

The Content Library Taxonomy Guide

How to organize sales content so your team actually finds it

Every messy content library has the same root cause: **too many organizational dimensions**. Teams add tags for audience, industry, product line, region, funnel stage, content type, campaign, and team. By the time you've built 8 dimensions, nobody can find anything. The fix is simpler than you think.

The 3-Layer Rule

Three dimensions. That's it. Every asset gets tagged with exactly these three.

Layer 1
Funnel Stage
Where in the buyer journey



Layer 2
Content Type
What kind of asset



Layer 3
One Custom
Your business differentiator

3 Real Taxonomy Examples

MULTI-PRODUCT COMPANY

50-person SaaS, 3 product lines

~200 assets

Layer 1: Awareness, Consideration, Decision, Post-sale

Layer 2: Case Study, One-pager, Deck, Guide, Video, Template

Layer 3: **Product Line:** Platform A, Platform B, Platform C

Why: Reps sell different products. Third layer lets them filter to their product instantly.

INDUSTRY-FOCUSED COMPANY

100-person company, single product

~400 assets

Layer 1: Awareness, Consideration, Decision, Post-sale

Layer 2: Case Study, Battlecard, Deck, Whitepaper, ROI Calc

Layer 3: **Industry:** Healthcare, Fintech, Manufacturing, Retail

Why: Prospects want proof from their industry. Third layer matches content to vertical.

GLOBAL SALES TEAM

250-person company, 4 regions

~600 assets

Layer 1: Awareness, Consideration, Decision, Post-sale

Layer 2: Case Study, One-pager, Deck, Proposal, Legal Doc

Layer 3: **Region:** North America, EMEA, APAC, LATAM

Why: Pricing, compliance, and case studies vary by region. Reps need region-filtered results.

The 4 Taxonomy Anti-Patterns

The Kitchen Sink: 8+ dimensions nobody uses. Fix: cut to 3. If reps don't filter by it, delete it.

The Orphan Problem: 30% of assets have no tags at all. Fix: require all 3 layers at upload (or auto-tag with AI).

The Phantom Folder: Nested folders 4 levels deep. Only the person who built it can navigate. Fix: flat taxonomy + search.

The Stale Archive: 200 assets but 80 are outdated. Fix: set 90-day review alerts. Archive, don't delete.

Pick Your Third Layer

Sell multiple products?

Layer 3 = Product Line. Reps need to filter content by what they're selling.

Sell in multiple regions?

Layer 3 = Region. Pricing, compliance, and case studies vary by geo.

Sell into specific industries?

Layer 3 = Industry. Prospects want proof from their vertical.

Sell to different personas?

Layer 3 = Persona. "For CIOs" vs "For Practitioners" changes which content fits.