Developing a common language

How a single taxonomy can serve an entire organisation
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
• 3,500 staff
• 10,000 pages of content
• 160m page views p.a.
Web taxonomy

The same term used with diverse content
Internal taxonomy

The same term used with diverse content
Melanoma

- Knowledge management
- Research hub
- Supporter experience
- Insights
Taxonomy terms

<table>
<thead>
<tr>
<th>Sharable</th>
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<tbody>
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<td>Flexible</td>
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869 terms
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
65%  →  86%
External web

CRUK taxonomy

IT helpdesk

Internal documentation
Does anyone have any questions?
Thanks!