

Folders & Tags Playbook

Organizing your print, social, and email content in Total Expert is key to making content easy to find, share, and reuse. By using a thoughtful combination of **folders and tags**, you create a powerful organization system that scales and works seamlessly with search functionality, and ensures users see exactly the curated content you intend to promote.

Folders	Tags
<ul style="list-style-type: none"> Broad, high-level grouping of content Primary library segmentation tool Help users quickly browse and filter without searching 	<ul style="list-style-type: none"> Granular, specific attributes for organizing content within folders Allow users to filter content quickly and improve searchability Describe the topic, format/type, occasion/theme

Examples

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| <p>📁 Holidays</p> <ul style="list-style-type: none"> 📌 Memorial Day 📌 Fourth of July 📌 St. Patrick's Day | <p>📁 Loan Programs</p> <ul style="list-style-type: none"> 📌 VA 📌 FHA 📌 Jumbo | <p>📁 Open House</p> <ul style="list-style-type: none"> 📌 Infographic 📌 Listing Flyer 📌 Rate Flyer | <p>📁 Events</p> <ul style="list-style-type: none"> 📌 Agent Lunch & Learn 📌 Conferences 📌 First-Time Home Buyer Events |
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Searchability Tips

Total Expert's search is flexible and powerful, and understanding how it works will help you find content faster and more efficiently.

- **Word order and case do not matter**
 - "Summer Newsletter" = "newsletter summer"
- **Multiple, specific keywords work better**
 - The more terms you add, the more precise your results
- **Instead of sharing a raw search term URL to end users:**
 - Organize content into a folder, apply a folder filter, then share the folder-based URL