



*Serendipitous Discovery:*  
Leveraging Drupal Taxonomy  
to Increase the Visibility of  
Information Throughout Your  
Site

# Who is iFactory?

- Based in Boston
- Interactive design and development company with over 20 years experience
- Division of RDW Group, full-service communications agency
- Designers, strategic consultants, information architects, usability experts, developers
- Higher ed profiles include:  
colleges & universities | public & private | large & small  
undergraduate & graduate  
ivy league to community colleges | across the country

# What you'll learn today:

- Look at two examples of using **related content** to expose hidden information
- Some different ways of looking at **taxonomies**
- See how the **connections** between content are made via the Views module
- Find out how the Context module helps set up **conditional presentation** of related content

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- Assign vocabulary to content types to be connected
- Create blocks to display on single node pages
- Use context to place blocks

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- Choose among many options for how to set up related content linking
- Harness serendipitous discovery to show content to user who may not even know they were interested

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