

Team Folder Structure Template

Organise once. Thank your future self.

NoRentalQR.com

Own your codes. Forever.

The bigger your QR operation, the messier it gets. Codes pile up. Campaigns end. Clients multiply. Without a consistent folder structure, you spend more time hunting for codes than creating them. This guide gives you three proven structures — for solo users, small businesses, and agencies — plus naming conventions that make sense six months later.

1 Why Organisation Matters More Than You Think

- **Find codes fast:** When a client calls at 9pm because their menu code isn't working, you need the right code in 10 seconds, not 10 minutes.
- **Prevent accidental edits:** Organised folders make it obvious which codes are live and which are archived. No accidental destination changes.
- **Audit confidently:** At year-end (or client review time), you need to know exactly which codes ran which campaigns and when.
- **Hand off cleanly:** If a team member leaves or a client churns, a clear structure means nothing is lost or inaccessible.
- **Scale without chaos:** The structure you set up for 10 codes should still make sense at 500 codes.

2 Template 1 — Solo User / Small Business

Best for: freelancers, single-location businesses, personal brands with under 20 codes.

Folder Name	What Goes In It
Active	All codes currently in use — on printed materials, in active campaigns, or live on a website.
Active / Online	Codes pointing to websites, landing pages, social profiles.
Active / Physical Print	Codes on menus, business cards, packaging, signage — anything printed.
Active / Digital	Codes used in digital assets — email signatures, digital signage, presentations.
Archived	Campaigns and codes no longer active. Keep for records — never delete.
Templates	Codes you've styled and saved as starting points for new campaigns.
Testing	Codes being developed or tested before going live. Move to Active when ready.

3 Template 2 — Multi-Location Business

Best for: restaurant chains, retail groups, franchise operations with 2+ locations.

Folder	Purpose
■ [Location Name]	One top-level folder per location (e.g. "Cape Town CBD", "Sandton Mall").
■ [Location] / Menu	All menu-related codes for that location.
■ [Location] / WiFi	WiFi codes — one per network if multiple.
■ [Location] / Promotions	Current and past promotional codes. Sub-folder by month/quarter.
■ [Location] / Staff	Internal-use codes: staff portals, HR forms, schedules.
■ [Location] / Archived	Dead campaigns from that location. Dated by campaign end.
■ Shared / Templates	Brand-styled templates reused across all locations.
■ Shared / Brand Assets	Notes on brand colours, logos — not codes, just reference.

4 Template 3 — Agency / Multi-Client

Best for: marketing agencies, design studios, or consultants managing codes for multiple clients.

Folder	Purpose
■ [Client Name]	One folder per client. Everything related to that client lives here.
■ [Client] / Active Campaigns	Currently running campaigns. One sub-folder per campaign.
■ [Client] / [Campaign] / Codes	The actual QR codes for this campaign.
■ [Client] / [Campaign] / Assets	Notes on print specs, landing pages, campaign brief.
■ [Client] / Evergreen	Long-running codes not tied to a campaign (e.g. their homepage QR).
■ [Client] / Archived	Completed campaigns. Date-named: "Summer24-Campaign".
■ [Client] / Templates	Client-branded templates for fast campaign spin-up.
■ Internal	Your agency's own codes — not client-facing.
■ Internal / New Business	Codes used in proposals, pitch decks, presentations.
■ Internal / Marketing	Codes used in your own agency marketing materials.

5 Code Naming Conventions

The name is the only thing you see in a list. Make it answer three questions at a glance: **What** is this code for? **Where** is it placed? **When** was it created?

Format	[Campaign/Purpose]_[Placement]_[YYYY-MM]
Solo Example	Menu_TableCard_2025-03
Multi-location Example	CapeT_PromoMar_WindowSticker_2025-03
Agency Example	ClientABC_SummerCamp_BillboardJHB_2025-06
WiFi Example	WiFi_Reception_2025-01
Evergreen	Homepage_BusinessCard (no date — it's permanent)

6 Archive Rules — What to Keep, What to Move

→ **Never delete a code:** Especially dynamic ones. Someone may have printed it. Deleting breaks their material forever.

→ **Archive on campaign end:** The day a campaign ends, move codes to Archived. Don't leave expired codes in Active folders.

→ **Keep static codes forever:** Static codes work permanently — there's no server cost. Never delete a static code.

→ **Document before archiving:** Add a note to the code: campaign dates, destination URL, print volume, final scan count.

→ **Date your archive folders:** Name archived campaign folders with the end date: "Summer24_Campaign_Ended-2024-09".

7 Setup Checklist — Do This Once

- I've chosen the right template for my use case (solo / multi-location / agency)
- I've created my top-level folder structure in NoRentalQR
- I've agreed on a naming convention and documented it (even just in a note)
- All existing codes have been moved into the right folder
- Team members know the structure and naming rules
- I've scheduled a quarterly audit to archive expired campaigns
- Each code has a clear title that answers: what, where, when

Organise once. Thank your future self. The best folder structure is the one your team actually uses. Pick the template closest to your situation, adapt the naming convention, and stick to it. Consistency beats complexity every time.