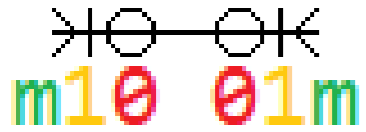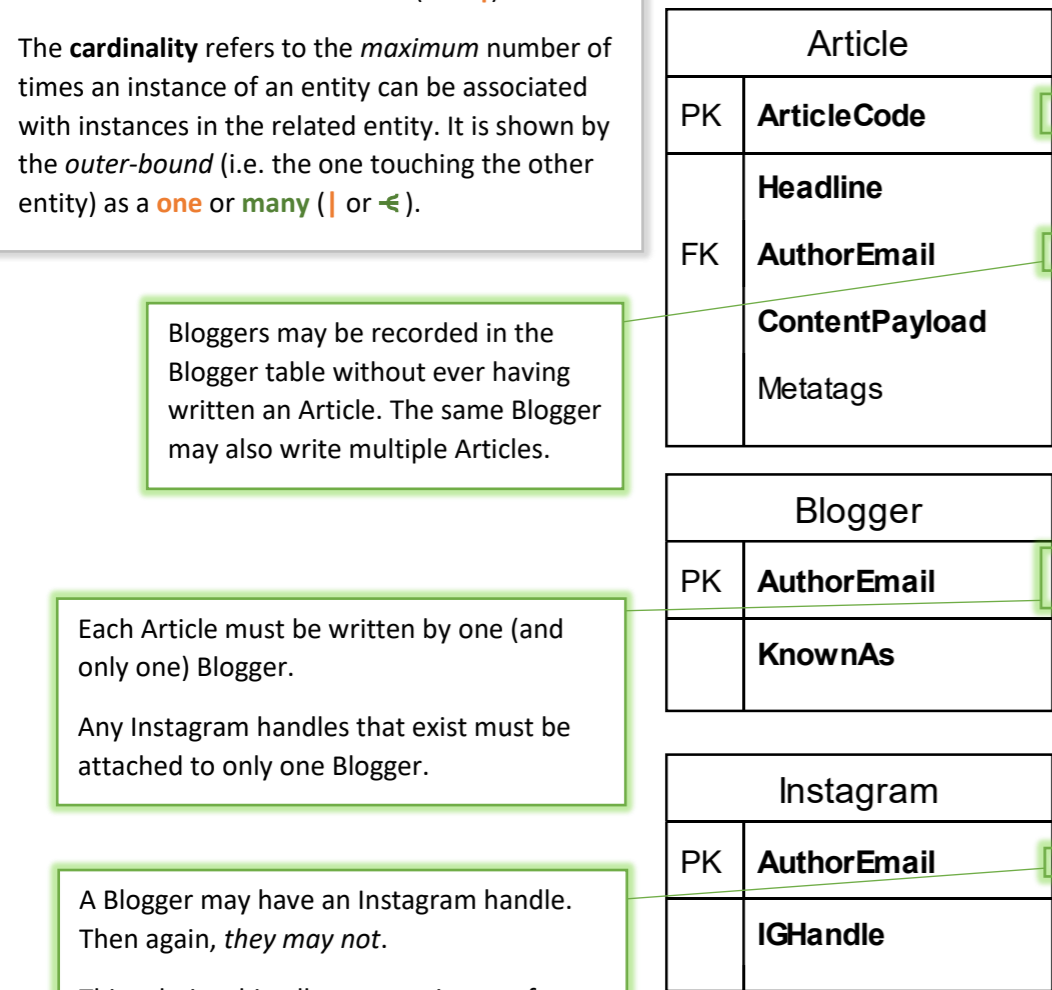The Crow's Feet Notation shows relationship **modality** and **cardinality**:

m1 0   0 1m

The **modality** refers to the *minimum* number of times an instance of an entity can be associated with instances in the related entity. It is shown by the *inner-bound* as a **zero** or **one** (**0** or **|**).

The **cardinality** refers to the *maximum* number of times an instance of an entity can be associated with instances in the related entity. It is shown by the *outer-bound* (i.e. the one touching the other entity) as a **one** or **many** (**|** or ⤛).

This lower bound modality constraint enforces the logic that if an instance an Article exists, it **must** also be Distributed.

This is assuming all Articles are written for *at least one* Website, on the premise that a Website will initially commission an Article to be written.

In addition to this, an Article may also be Distributed to many different Websites.

Each new record or tuple in the Distribution table will be associated with one (and only one) Article.

Each individual record or row in the Distribution table will be linked to one (and only one) Website.

Similarly, each Category tag made will be linked to one and one only URL (per tag).

Article

PK	ArticleCode
	Headline
FK	AuthorEmail
	ContentPayload
	Metatags

Distribution

PK	ArticleCode
PK	URL
	CumulativeViews

An Advertiser may be associated with zero or many Categories.

A Category may be associated with zero or many Advertisers.

Bloggers may be recorded in the Blogger table without ever having written an Article. The same Blogger may also write multiple Articles.

Websites

PK	URL
	PlatformName

Blogger

PK	AuthorEmail
	KnownAs

Each Article must be written by one (and only one) Blogger.

Any Instagram handles that exist must be attached to only one Blogger.

Category

PK	URL
PK	CategoryTag

Advertisers

PK	FranchiseName
PK	CategoryTag

Instagram

PK	AuthorEmail
	IGHandle

A Blogger may have an Instagram handle. Then again, *they may not*.
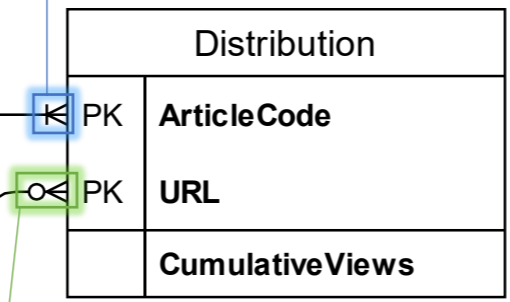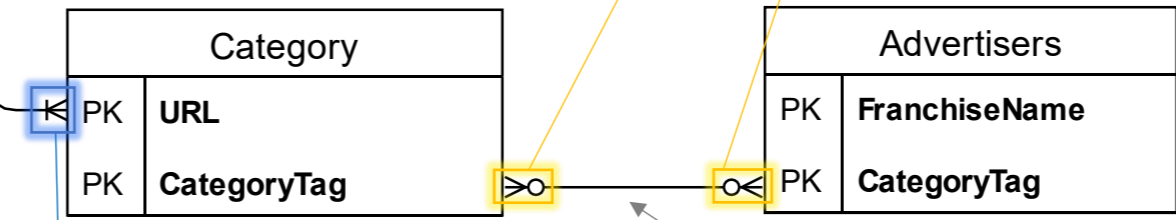
This relationship allows a maximum of one Instagram Handle (IGHandle) per Blogger.

Not all recorded Websites may have published an Article yet. Some Websites may have published many different Articles.

Every Website **must** be tagged with *at least one* Category. A Website may also be tagged with many Categories. The composite key allows different Website URLs to be tagged with the same Category.

Alternative **modalities**:

A Category must have one associated Advertiser for that Category:

Category

PK	URL
PK	CategoryTag

Advertisers

PK	FranchiseName
PK	CategoryTag

An Advertiser can only exist if they advertise at least one Category:

Category

PK	URL
PK	CategoryTag

Advertisers

PK	FranchiseName
PK	CategoryTag