Adobe Experience Manager
Create Web Experiences (All versions)

Course description: Create Web Experiences Using Adobe Experience Manager (AEM) is a 2-day, instructor-led (classroom or virtual) course, and is relevant for all deployment methods. This course covers the authoring concepts of AEM. In this course, you will learn how to create a rich and interactive digital experience across all customer-facing touchpoints. Using hands-on exercises, you will also learn about the advantages of advanced authoring features. This course is relevant for all AEM users across all deployment methods.

AEM version: All versions

Prerequisites: None

Target audience: AEM Business Practitioners, Analysts, and Developers

Objectives

After completing this course, you will be able to:

- Explain the capabilities and benefits of AEM
- Describe the WKND site structure
- Explain the user interface elements of AEM
- Create and edit pages in AEM
- Import and work with AEM Assets
- Manage a site in AEM
- Create omni-channel experiences in AEM
- Create and manage editable templates in AEM
- Manage workflows, launches, and tags in AEM
- Create projects, tasks, and workflows in AEM

Course Materials

- Create Web Experiences Using Adobe Experience Manager Student Guide

TOPICS

- Get started with AEM
  - › WKND site
- Navigate through the AEM UI
- Create and edit pages
  - › Templates
  - › Pages
  - › Component styles
  - › Page properties
- Import and work with assets
- Manage a site
  - › Publish and unpublish pages
  - › Reorganize site structure
  - › Page versions
  - › Tag and search pages
- Collaborate with teams
  - › Annotate pages
  - › Lock and unlock pages
  - › Workflows
- Create omni-channel experiences
  - › Experience Fragments
  - › Content Fragments
- Manage editable templates
  - › Template types
  - › Templates console
  - › Template editor
  - › Content policies
  - › Style system
- Work with advanced authoring capabilities
  - › Workflows
  - › Launches
  - › Tags
  - › Content Fragment Models
- Manage projects

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