



Adobe Experience Manager

Create Web Experiences Using Adobe Experience Manager

Course description: Create Web Experiences Using Adobe Experience Manager (formerly known as AEM Sites: Author) is a two-day, instructor-led (classroom and virtual) course that covers the authoring concepts of Adobe Experience Manager. In this course, you will learn how to create a rich and interactive user experience across all customer-facing touchpoints. You will also learn the importance of using workflows, tags, launches, as well as personalization and targeting. This course is suitable for content authors.

Prerequisites:

- Website structure
- Content authoring
- Content Management System (CMS)

Target audience: Adobe Experience Manager users and power users including authors, developers, and system administrators

Objectives

After completing this course, you will be able to:

- Navigate through the Adobe Experience Manager touch-optimized UI
- Create responsive pages
- Manage assets on pages
- Reorganize the site structure
- Create a page version
- Search for pages by using tags
- Add annotations and workflows to pages
- Create editable templates
- Create content fragments and experience fragments
- Create workflows
- Create launches and projects
- Create namespaces and tags
- Add tags to pages
- Create personalized content for page viewers
- Simulate user experience for target audience
- Create landing pages

Course Materials

- Create Web Experiences Using Adobe Experience Manager Training Student Workbook

TOPICS

- Navigating through the Adobe Experience Manager touch-optimized UI
- Creating responsive pages
- Adding content to pages
- Managing assets
- Organizing pages
- Adding tags, annotations, and workflows to pages
- Creating templates
- Creating fluid experiences
- Creating workflows, launches, and projects
- Creating namespaces and tags
- Creating personalized content on pages
- Simulating user experiences for target audience
- Creating landing pages

Start Learning Today

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