



## Move faster with Adobe Experience Manager Sites.

### 6 tips and tricks that empower content authors and free up developers.

Adobe Experience Manager Sites is a powerful content management system that can help you quickly create content experiences for any customer, on any screen, and in any channel. With it, you can empower content authors, and the superusers who set content standards, to work faster and more efficiently than ever. Now, content authors can take over several tasks that used to require logging a ticket with IT, and developers can focus on other tasks.



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*James Talbot is the team lead for the technical enablement team that specializes in Adobe Experience Manager solution integration. He's worked for Adobe for nineteen years in a wide range of roles including as a sales engineer and as a professional services consultant. In his current role, James has worked extensively on building applications for the Experience Manager content management platform, constructing exciting web and mobile-based applications on top of a Java Content Repository (JCR).*

*With the benefit of his real-world insight, we've curated the following tips and tricks to help content authors and superusers create content experiences in Adobe Experience Manager Sites faster than ever.*

## Content Authors

### Tip 1: Create one text asset, then easily publish it in any channel.

With Content Fragments, content authors can create text assets without worrying about specifications. An article created for the website can also easily be published to mobile, wearables, virtual assistants—anywhere, and then design can be applied later applicable to that channel. To begin, navigate to the "Assets" folder, then the "Files" folder, and select "Create," then "Content Fragment." Follow the Content Fragment wizard. Open the new Content Fragment to add and edit text, and to create variations for different channels. When you're ready to publish, simply drag and drop the Content Fragment onto a pre-designed page.

[View step-by-step instructions >](#)

### Tip 2: Easily create content experiences for every customer in any channel.

Experience Fragments let content authors create a page, or parts of a page, and hand it off to optimization specialists who can then serve it up to customers in all the right places.

For example, a national sporting goods retailer that wants to create snowboard content for Utah customers and surfboard content for San Diego customers in web, mobile, and social channels, can easily do so with Experience Fragments. Simply navigate to "Experience Fragments," create a folder to contain its structure, and then follow the Experience Fragments wizard.

[View step-by-step instructions >](#)

**Prioritize this:** During implementation, it's important to identify Experience Manager superusers and charge them with decision-making processes, such as defining templates for the company website or creating structure for content. Giving everyone control over these processes can mean losing control of budgeted resources and brand consistency.

**Know the difference:** Content Fragments are editorial content elements, primarily text and related images. They are pure content, with no design and layout.

Experience Fragments are fully laid out content for a particular channel such as Facebook, Pinterest, or Adobe Target. Experience Fragments may contain Content Fragments, but not the other way around.

## Superusers

### Tip 3: Speed text asset creation by pre-defining look and feel.

Using Content Models, Experience Manager superusers can determine the structure and design of Content Fragments (for example, the position of the title and the format of the body copy) before content authors create them. So authors can spend more time on content, and less time on formatting. Navigate to "Tools," then "Assets," then "Content Fragment Models," and then to the folder that matches the configuration you want to work with (see sidebar). Then select "Create" and follow the wizard. To define the Content Fragment Model, open it, and simply drag and drop your preferences to the appropriate field.

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### Tip 4: Select visual variations for content while authoring—no back-end development required.

Before the Style System, adding or changing the style of content meant asking a developer for help. Now, superusers can enable content authors to help themselves, right from the component itself. Starting from a web page, navigate to "Edit Template," then select the policy icon beside a component. Change CSS class names to ones that are more user friendly, or edit or add styles, and click the checkmark to save. Content authors can then hover over the component to bring up the style editor, and select the paintbrush icon to display a list of the component's available styles.

[▶ View demonstration >](#)

### Tip 5: Build and edit content workflows from touch-enabled devices.

Keep the content authoring process on track at every step, right from a tablet or smartphone. For example, superusers can set up workflows to notify content authors when designers add assets to the digital asset manager. Or to notify Legal when content authors request to add new content to the company website. To create a new workflow, open the "Workflow Models" console, select "Create," and then "Create Model" to bring up the "Add Workflow Model" dialog box. Add an optional "Title" and "Name," and select "Done." Then select the new workflow and click "Edit."

[View step-by-step instructions >](#)

### Tip 6: Apply content from your website to other channels more easily.

Content authors spend a lot of time adding content to websites, such as articles, product information, pricing and more. Content Services allows developers to pull that content and output it as pure text and layout-independent data, so superusers can apply the same content in any other channel, and content authors don't have to start from scratch. For example, if a retail company creates a mobile app, a superuser can go into Content Services and request that product information, descriptions, and prices be pulled from a web page and applied to the app.

To get started, create a new page with a template that inherits from the page component in Experience Manager Core Components. Open the new page to edit, and add Content Fragments that contain the data to be pulled. Point the Content Fragments at the Content Fragments in Experience Manager Assets. Then, open a new browser tab and request the page using the .model.json extension.

[▶ View demonstration >](#)

**Do this first:** Before superusers can create Content Models, they must enable them in Configuration Manager.

[Learn how >](#)

**Highly-requested capability:** Our customers asked us to give content authors the ability to change a component's style without asking IT. Style Systems makes it possible.

**Do this first:** Before superusers can edit Style Systems, developers must enable a feature pack, and then integrate visual variations created by web designers.

[See how >](#)

**Developers, did you know:** Version two of Experience Manager core components, which offer out-of-the-box functionality, are fully enabled to use with Style Systems, and require no additional configuration. And since core components are hosted on GitHub, developer feedback for Style Systems components is incorporated and on a quarterly basis. So you don't have to wait for an Experience Manager upgrade to get the latest iteration.

**Highly-requested capability:** Many of our customers asked us to make it easier to pull content from a website for consumption in other channels. Now, with Content Services, they can do it without asking IT.

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