



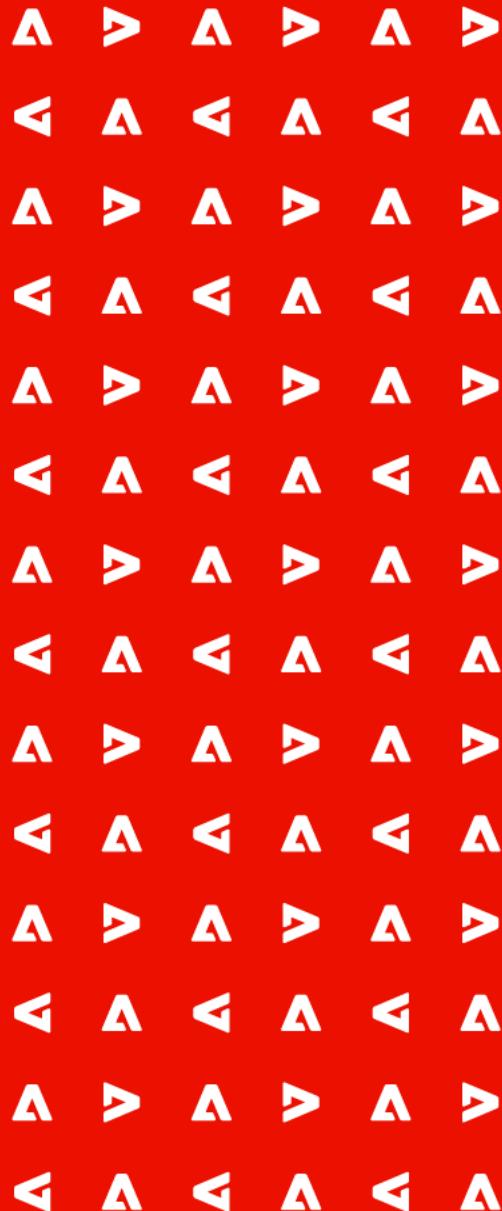
Made for Content: Mastering Content and Experience Fragments

May 16, 2023



Our webinar will begin shortly.

While we wait, say hello to your fellow attendees in the chat!





Made for Content: Mastering Content and Experience Fragments

May 16, 2023

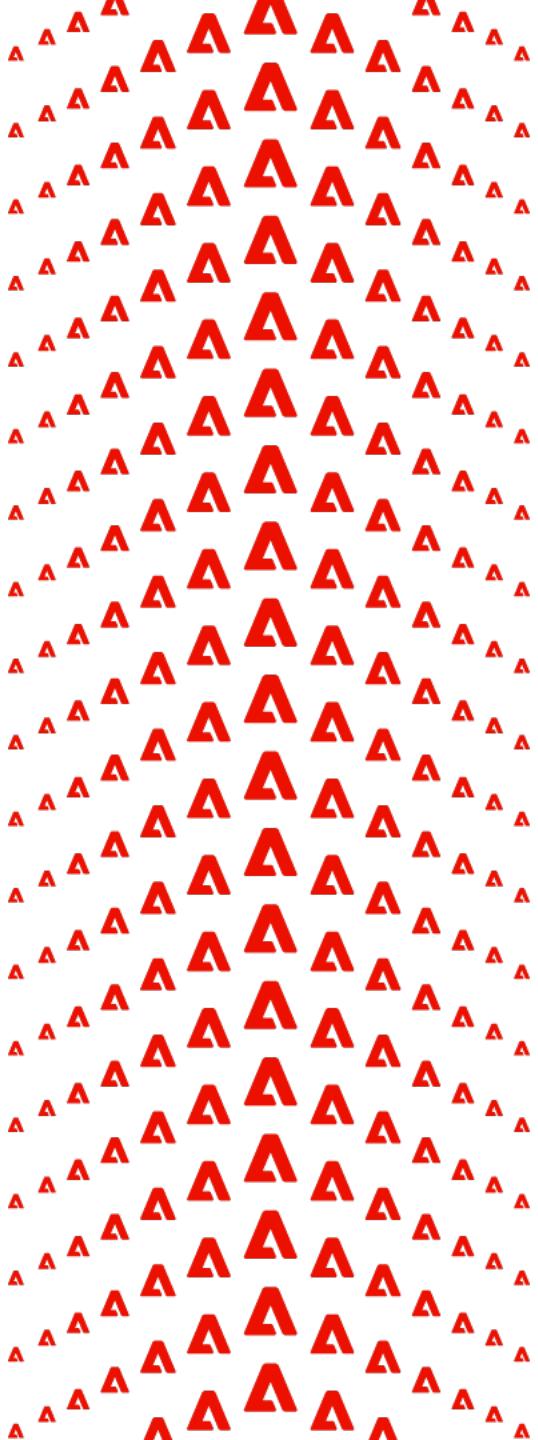


Share in chat:

- Where are you joining us from?
- What are you hoping to learn today?

Agenda

Time (PST)	Topic
8:00 a.m.	Welcome and agenda
8:05 a.m.	Mastering Content Fragments, Experience Fragments, Editable Templates and more
	 A headshot of a man with short brown hair and a beard, wearing a dark blue suit jacket over a black shirt. He is smiling slightly at the camera.
	Greg Dimeris Product Owner, Web Content Management T. Rowe Price
8:45 a.m.	Ask the Experts! Audience Q&A
8:55 a.m.	Wrap-up and next steps



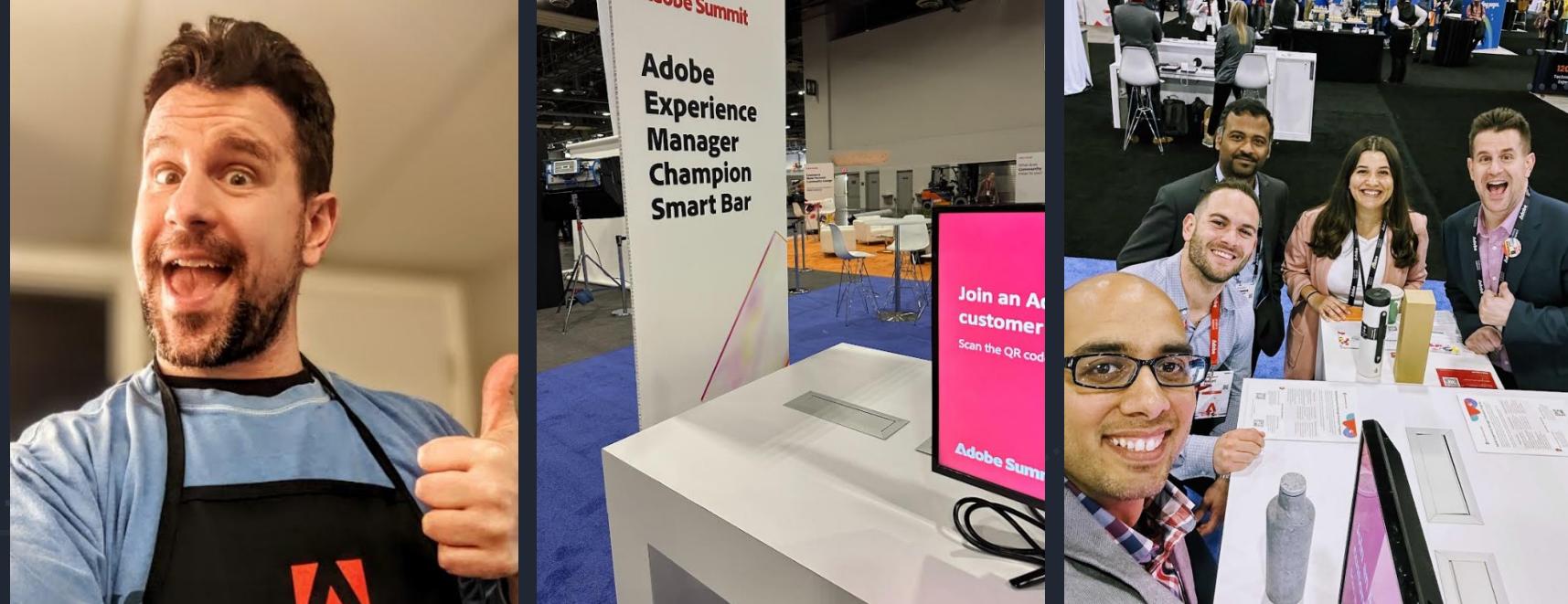


Greg Dimeris

Product Owner, Web Content | Adobe
Experience Manager Champion | Certifie...



About the Presenter



- Decade+ of AEM and Adobe Marketing Cloud (Target, Analytics, Campaign, Dynamic Media), on-premise and hybrid implementations
- AEM experience in government, transportation and financial services
- AEM Champion of the Year | October 2022
- Greg spends most of his free time perfecting Greek fusion cuisine recipes



Made for Content: Mastering Content and Experience Fragments

Plus, Editable Templates
and Building Blocks

Powerful Authoring Tools for Content Authors

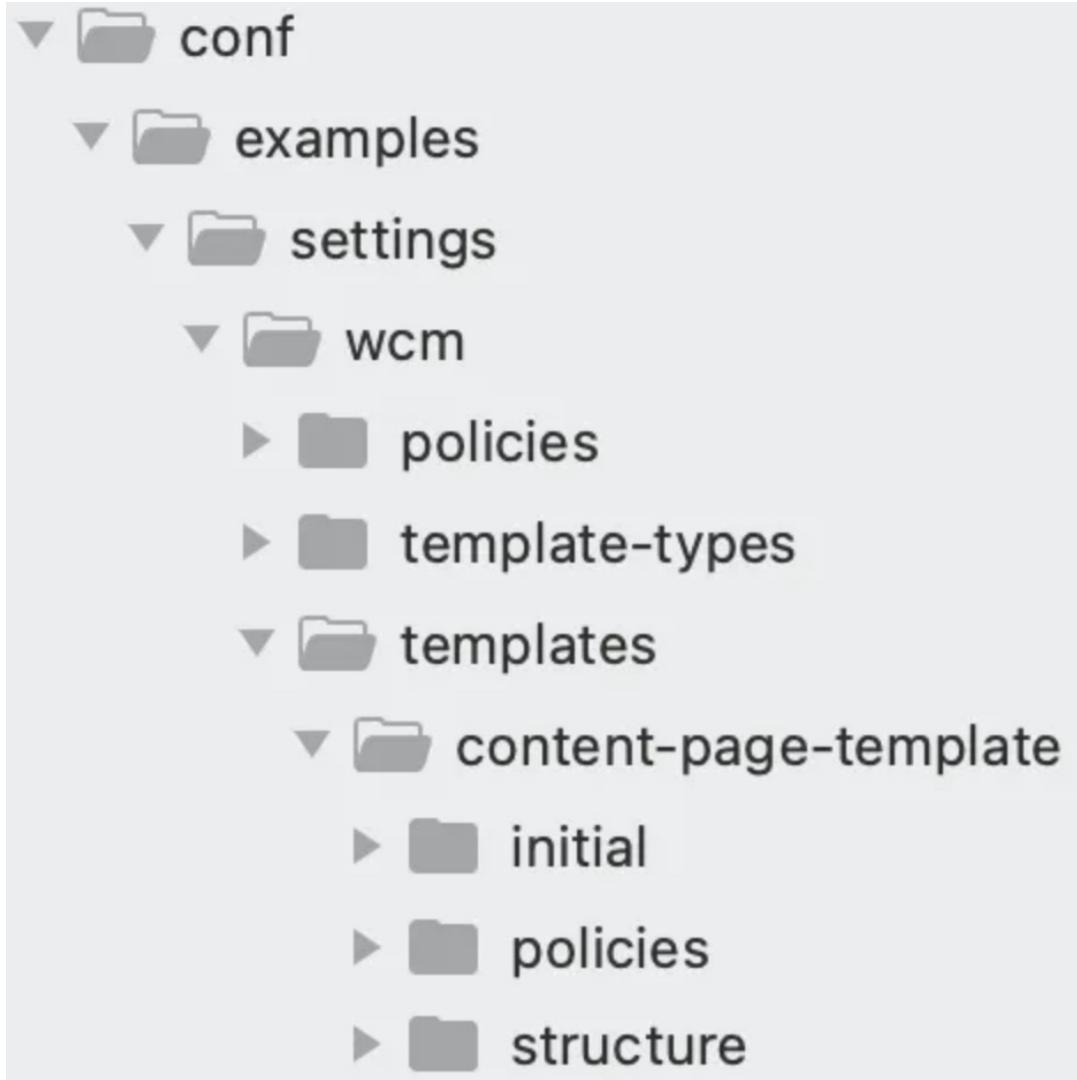
- Editable templates
 - AEM Style System
- Content Fragments
- Experience Fragments
- Combination of Content and Experience Fragments
 - Building Blocks



Editable Templates

Tools panel | Templates

- **Template author** can use the template console and editor to create and manage editable templates.
- Templates, their initial set up, policies and additional structure elements live under the /conf folder.



Editable Templates

Creating Editable Templates

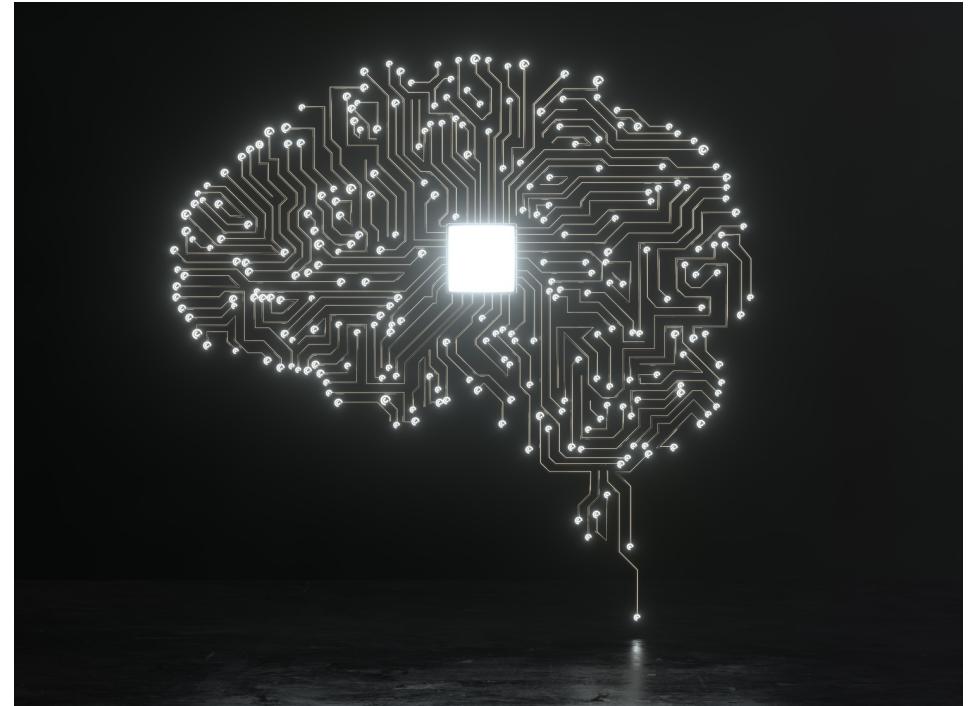
TIP: keep the number of templates as minimal as possible, also considering:

- Template strategy (what you want your templated content to achieve)
- Who manages the editable templates, i.e. Development team vs. template-authors
- Template author training
- Create template guidelines for authors
- Localization/internationalization elements

AEM Style System

Adds styling flexibility to your components

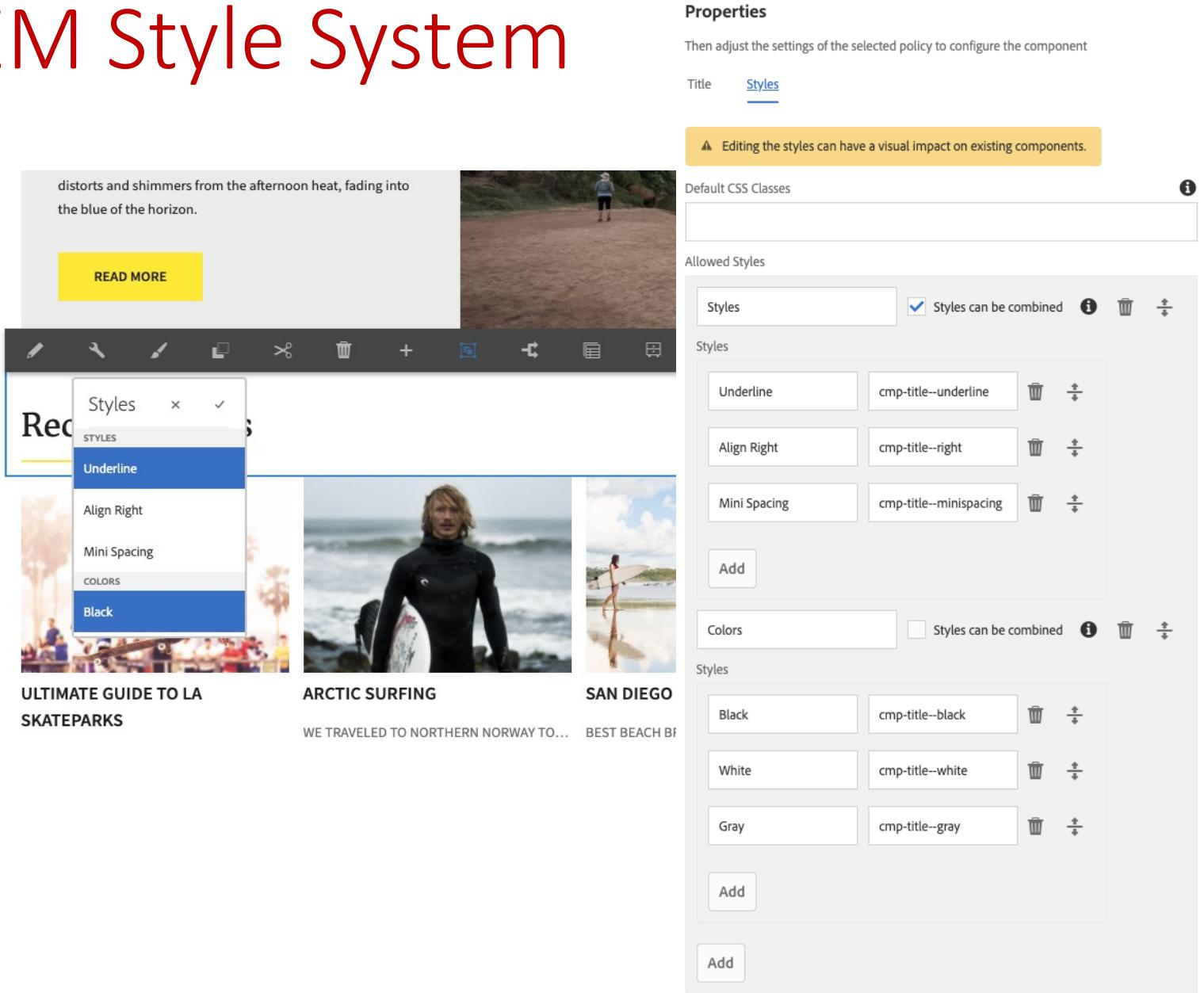
- Styling (classes) in the content policy of a component
 - Developer provides CSS styling rules
 - Template author adds the style classes in the content policy of components
 - Content author selects styles when editing the component on a page
- Allows configuration of visual variations for components



AEM Style System

Best practices

- Avoid unnecessary nesting of elements (in your CSS)
- Stick to block, element, modifier CSS class naming conventions
- Allow for more authorable content toggles (exception: images, which can be addressed via JavaScript)
- Organize styles in discrete files
- Better not to go overboard with too many complex styles



The screenshot shows the AEM富文本编辑器界面。左侧显示了三个文章缩略图：'ULTIMATE GUIDE TO LA SKATEPARKS'、'ARCTIC SURFING' 和 'SAN DIEGO'。中间是一个文章片段，包含文本 'distorts and shimmers from the afternoon heat, fading into the blue of the horizon.' 和一个黄色的 'READ MORE' 按钮。右侧是 'Properties' 面板，标题为 'Title Styles'，下方有一个警告框提醒：'Editing the styles can have a visual impact on existing components.'。右侧还展示了 'Default CSS Classes'、'Allowed Styles'（包含 'Underline'、'Align Right'、'Mini Spacing'）和 'Colors'（包含 'Black'、'White'、'Gray'）等设置。

Content Fragments

The best component for structured content

- No styled layout and/or design
- Pure content focus (vs. presentation and design focus)

Content Fragments

The best component for structured content

- Best used for content that serves text, dates, references, etc.
- Content is depended on the channel where it is served (i.e. the presentation, or how it looks)

Content Fragments

Content Fragment Model Structure

- **Basic**

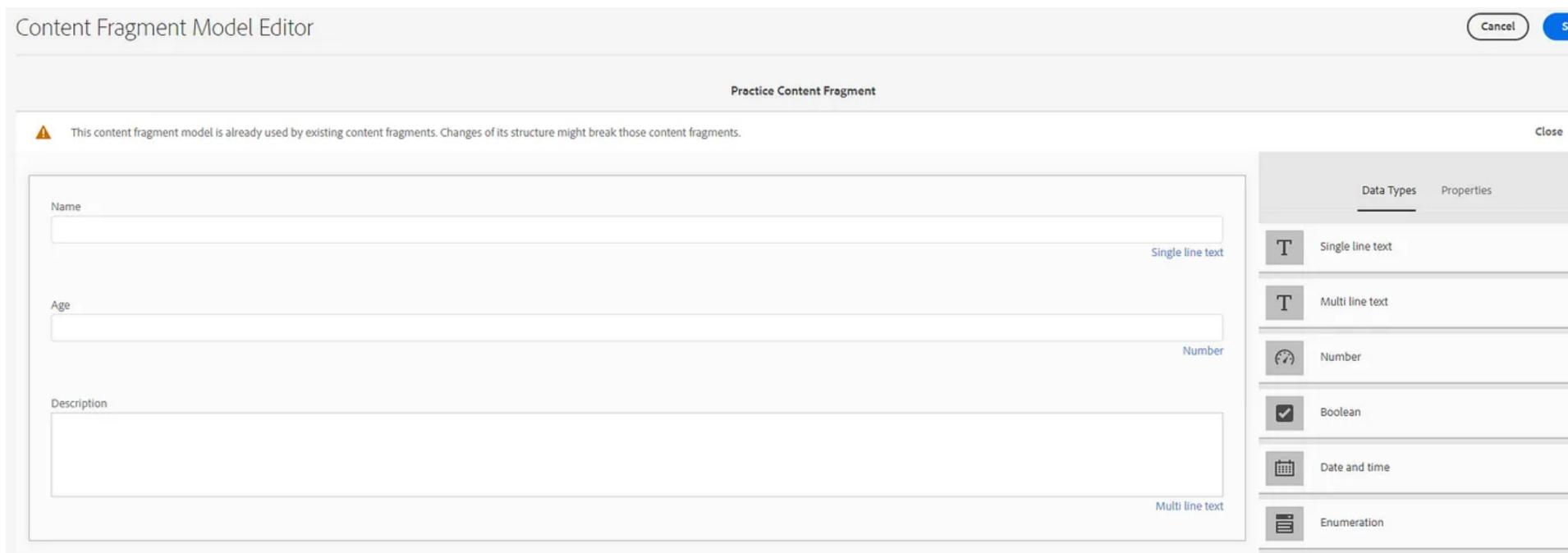
e.g., single, multi-line text field, to be used directly in page authoring

- **Complex**

e.g., text, number, Boolean, date and time, for direct page authoring or delivery to your application.

- **Nested**

e.g., for nested content page authoring, or for delivery to your application.



Content Fragments

How Are Content Fragments Consumed

- Great content object for centrally managed authoring, translations, versioning and workflows manageable.
- Used and consumed as HTML (create basic content fragment)
- Using JSON exporter, used to deliver AEM content via Content Services to channels other than AEM pages.
- AEM Core Components Content Fragment component for use in AEM Sites, AEM Screens or in Experience Fragments.
- JSON export via AEM Content Services for 3rd party consumption
- JSON export to Adobe Target for targeted offers
- JSON via AEM HTTP Assets APIs for 3rd party consumption

Content Fragments

Associated Content and Content Fragments

- ‘In-between content’ that can be used with content fragments (no change to content fragment)
- Available content in assets folder, accessible to authors on the side panel (after you place your fragment on the content page)

The screenshot illustrates the Content Fragment interface. On the left, a sidebar titled 'Associated Content' displays three image assets: 'camp-tent.jpg', 'majestic-rainbow.jpg', and 'fjord-waves.jpg'. The main workspace shows a content page titled 'ARCTIC SURFING IN LOFOTEN' with a preview tab. The page features a large image of a rainbow over a fjord, the title 'Aloha spirits in Northern Norway', and a descriptive paragraph about the arctic landscape and surfing conditions. Three 'Drag components here' placeholder boxes are visible.

Experience Fragments

Presentation ready, rich content experience

Experience Fragments are fully designed and laid out fragments of a web page.

Experience Fragments can contain content in the form of Content Fragments or other components, but not the other way around.

Forms an experience which makes sense on its own.

Defined by editable templates, includes native HTML design elements and layout.

Eliminate the need for copy-paste (when it comes to content creation).

Experience Fragments

When to Use Experience Fragments

- For experiences that will be reused with same or similar content.
- When you use AEM as a content delivery platform for third parties and touchpoints.
- If you have an experience with different variations or renditions.
- To export to Adobe Target experiences. (prerequisite: Adobe Target configuration)
- When you use Omnichannel Commerce.
- Sharing commerce-related content on social media channels.
- Making touchpoints transactional.

Building Blocks

Bringing it All Together

Experience Fragment editor allows for adding other components in the experience fragment.

You can include any component, including content fragments.

The screenshot shows the Oracle Content Management Experience Fragment editor interface. On the left, a sidebar titled 'Components' lists various reusable components such as Image, Layout Container, Link Button, List, Mini Shopping Cart, Navigation, Order Details, Order History, Product, Product Grid, Product Recommendations, Shopping Cart, Shopping Cart Prices, Site Feature, Social Media Sharing, Tabs, and Teaser. In the main content area, a product page for a 'BROOKLYN COAT' is displayed. The page features a large image of the coat, its name, a brief description ('Your Winter Warmer'), and a 'Brooklyn Coat' section. Below this, there are two expandable sections: 'Technical Details' (listing features like a waterproof outer shell, 50gr body filling, etc.) and 'Available Colors' (listing Brown, Black, Navy Blue, and Red). At the bottom of the page, there is a placeholder text 'Drag components here'.

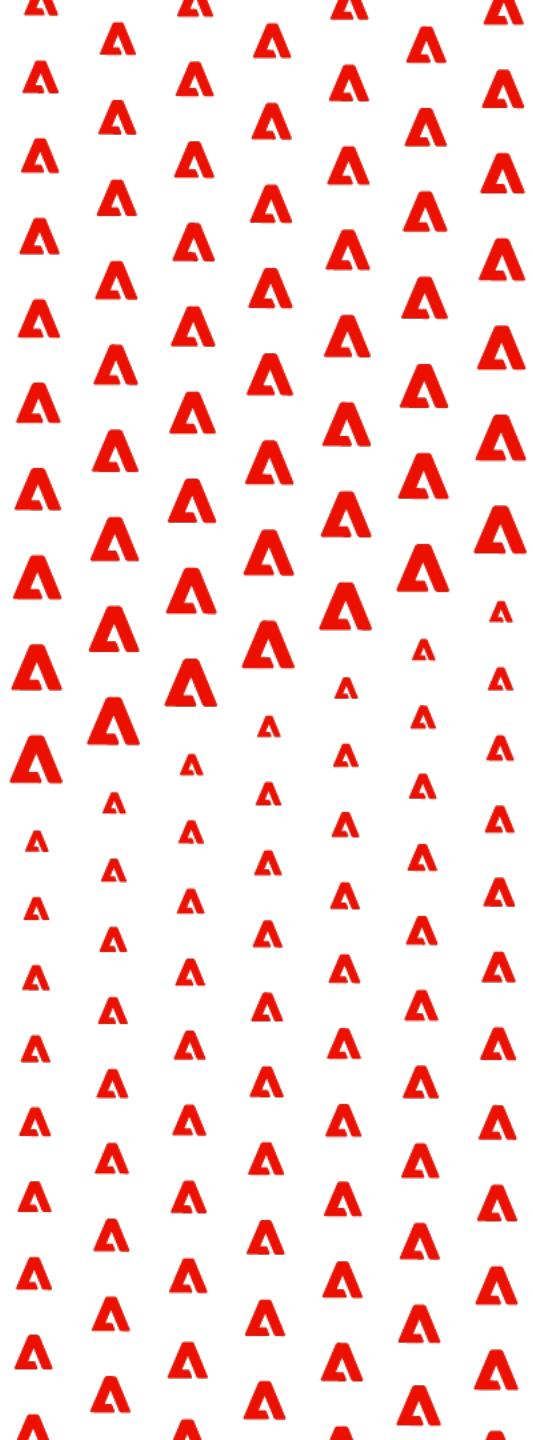
Final Tips

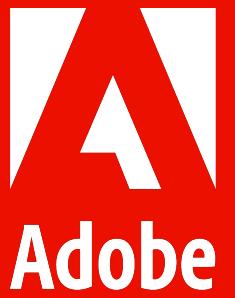
- Use content fragments for static content that can be repeated (e.g. footers, headers, disclaimers, disclosures), and to be consumed in headless apps (e.g. via GraphQL APIs)
- Use experience fragments for a richer, channel-independent experience, in your editable templates. Export to Adobe Target via HTML or JSON offers for targeted content.
- Use experience fragments with included components such as content fragments as building blocks, when you need rapid content recycling, i.e. drag-and-drop content in your fragments.

Questions?

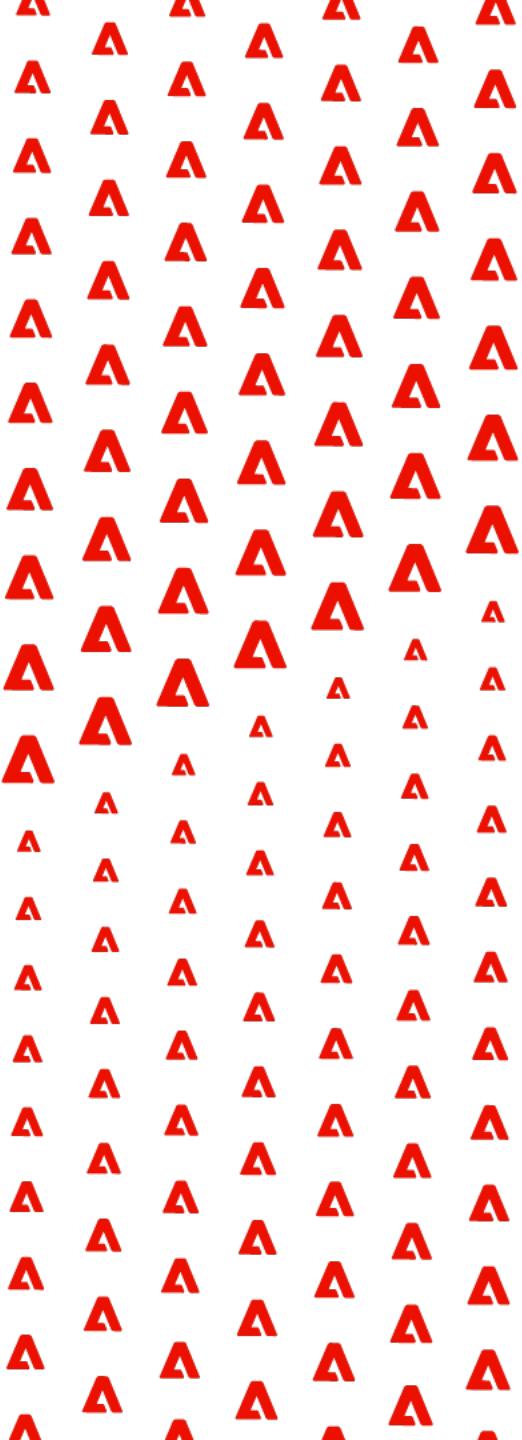


Thank you!





Appendix



Helpful Resources

- Review Greg's Summit Session on Content and Experience Fragments [here](#)
- Review how to get started with Content Fragments [here](#)