



# Adobe<sup>®</sup> Experience Manager

web content management

[Formerly CQ]

QUICK-REFERENCE GUIDE

Shane Closser





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**ADOBE® EXPERIENCE MANAGER QUICK-REFERENCE GUIDE**  
**Web Content Management (formerly CQ)**  
Shane Closser

Adobe Press books are published by Peachpit, a division of Pearson Education.

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Printed and bound in the United States of America

ISBN 13: 978-0-321-96781-7

ISBN 10: 0-321-96781-X

9 8 7 6 5 4 3 2 1

*To Mom and Joe, who remain guiding lights in my life;  
to my editor and wife Stacey, who encouraged me to write;  
and to my children Jack and Avery, who fill my days  
with laughter and joy.*

# About the Author



Shane Closser is Vice President & Worldwide Head for the Customer Experience Management (CEM) Practice at Virtusa Corp (NASDAQ:VRTU), a global IT services company that combines innovation, technology leadership and industry solutions to transform the customer experience. He manages over 500 CEM experts worldwide, who develop advanced solutions for Virtusa's media, financial services, insurance and healthcare customers. Closser has managed over 75 programs across Fortune 500 organizations. He is a frequent speaker on CEM strategy, digital marketing, mobile, social and WCM. He is an Adobe-certified trainer, and he has over 15 years of experience leading digital engagements. Connect with him on LinkedIn or via Twitter @srclosser.

# Contents at a Glance

CHAPTER 1	<b>Why Adobe Experience Manager (AEM)?</b>	<b>1</b>
CHAPTER 2	<b>AEM Key Concepts</b>	<b>9</b>
CHAPTER 3	<b>Managing Content</b>	<b>21</b>
CHAPTER 4	<b>Digital Asset Management</b>	<b>59</b>
CHAPTER 5	<b>Tagging and Metadata</b>	<b>77</b>
CHAPTER 6	<b>Personalization</b>	<b>89</b>
CHAPTER 7	<b>Multi-site Manager, Internationalization, and Content Reuse</b>	<b>101</b>
CHAPTER 8	<b>Workflows</b>	<b>129</b>
CHAPTER 9	<b>Mobile</b>	<b>143</b>
CHAPTER 10	<b>Social Communities</b>	<b>159</b>
CHAPTER 11	<b>Segmentation and Campaigns</b>	<b>177</b>
CHAPTER 12	<b>Administration Basics</b>	<b>203</b>
	<b>Index</b>	<b>218</b>

# Contents

CHAPTER 1	<b>Why Adobe Experience Manager (AEM)?</b>	<b>1</b>
	Adobe AEM Core Features .....	2
	What Is the Adobe Marketing Cloud? .....	5
	Useful Resources .....	7
CHAPTER 2	<b>AEM Key Concepts</b>	<b>9</b>
	Installing Adobe AEM .....	10
	Author and Publish instance .....	12
	User interfaces .....	13
CHAPTER 3	<b>Managing Content</b>	<b>21</b>
	Creating content .....	22
	Managing page structure .....	34
	Versioning .....	50
	Content launches .....	54
	Timewarp .....	56
CHAPTER 4	<b>Digital Asset Management</b>	<b>59</b>
	Basic DAM Functions .....	60
CHAPTER 5	<b>Tagging and Metadata</b>	<b>77</b>
	Tag Manager .....	78
	Working with tags .....	79
CHAPTER 6	<b>Personalization</b>	<b>89</b>
	Working with user profiles .....	90
	Personalizing content .....	92
CHAPTER 7	<b>Multi-site Manager, Internationalization, and Content Reuse</b>	<b>101</b>
	Multi-site Manager .....	102
	Creating translated copy .....	111
	Content inheritance .....	125

CHAPTER 8	<b>Workflows</b>	<b>129</b>
	Using inbox for workflow tasks.....	130
	Managing a workflow from an asset .....	134
	Other Features.....	136
CHAPTER 9	<b>Mobile</b>	<b>143</b>
	Responsive testing .....	152
	PhoneGap integration.....	157
CHAPTER 10	<b>Social Communities</b>	<b>159</b>
	Social Communities.....	160
	Comments component.....	161
	Community console management features.....	170
CHAPTER 11	<b>Segmentation and Campaigns</b>	<b>177</b>
	Segmentation.....	178
	Campaigns, leads, and email newsletters .....	184
	Multivariate components .....	197
	ExactTarget integration.....	200
CHAPTER 12	<b>Administration Basics</b>	<b>203</b>
	Users and groups.....	204
	Reports, packages, and external link checkers .....	210
	<b>Index</b>	<b>219</b>



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## 4

# Digital Asset Management

Like other digital asset management systems (DAM), Adobe Experience Manager's DAM focuses on managing digital media files, but it excels in integrating these digital assets within Adobe's web content management system. The DAM is able to catalog and manage video files, images, or music files, each in their varying formats. When used properly, this feature will increase the overall value of AEM by simplifying integration of rich media into your web experience.

## Basic DAM Functions

AEM provides powerful drag and drop functionality so you can upload images directly from a local machine or bulk upload multiple digital assets via Web DAV or Adobe Drive.

### How to organize assets

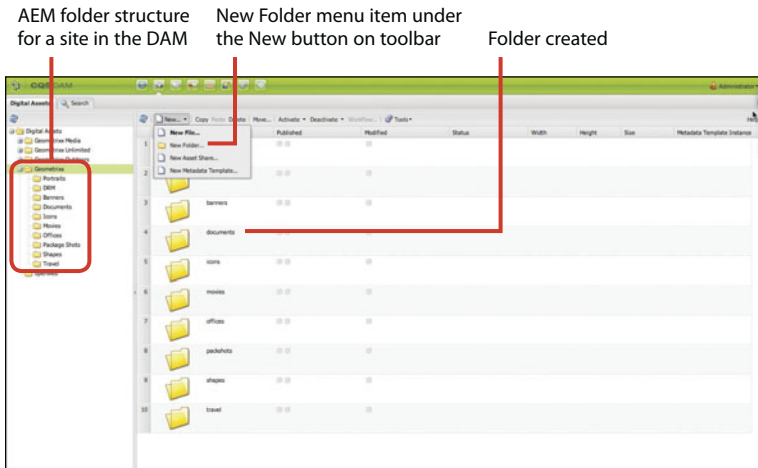
The first step in organizing your assets is to create a logical folder structure:

- 1 On the AEM welcome screen, click the Digital Assets link.



Digital Asset Management link

- 2 In the AEM DAM folder structure, select the site where you want to upload or manage the assets.
- 3 In the toolbar, click New, and choose New Folder to create a new folder with a relevant name, such as video, document, image, and so on.

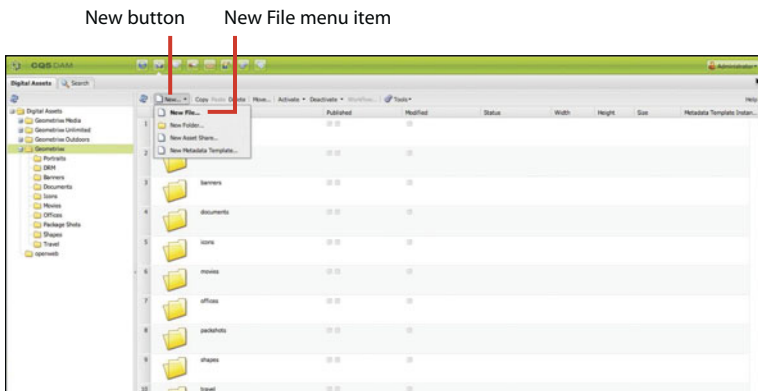


Uploading new content to DAM

- 4 Double-check the location of the folder within the structure to confirm it was created correctly.

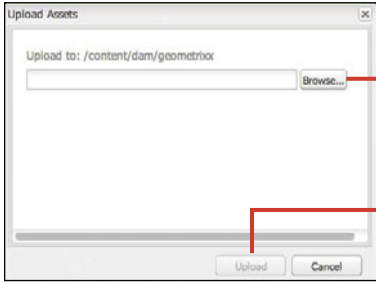
## How to upload and activate assets

- 1 On the welcome screen, click Digital Assets.
- 2 Navigate to the folder you'd like to add an asset to and click the New button in the DAM toolbar. Choose New File.



Creating a new asset

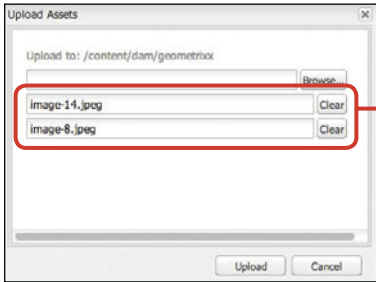
- The system prompts you to upload a new asset. Browse to the desired asset, or multiple assets, on a local or network machine and select the files. Click Upload to upload all the assets to the designated folder. Alternatively, you can also simply drag one or more assets at once directly from your directory into the desired DAM folder.



Browse button to select assets from local machine

Upload button to upload assets under a designated folder

Confirm the Upload To destination is correct.

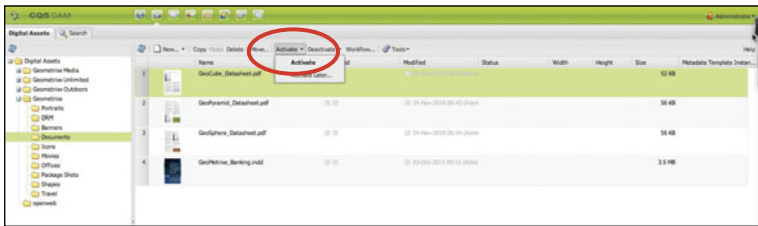


Images selected for upload

If you need to browse to another folder for more assets, you can do so from this dialog.

- 4 Once you have uploaded an asset, you can send a request to activate the asset by initiating an activation workflow (see Chapter 8).

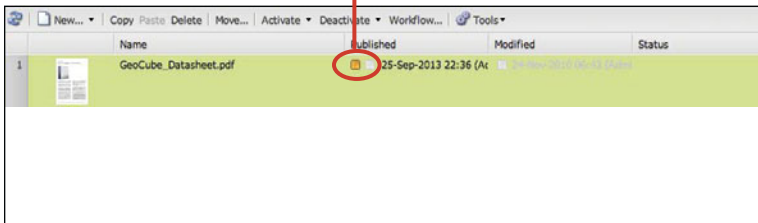
For a publisher or an administrator, the Activate button will be enabled on the DAM toolbar. Click the Activate button and then choose Activate from the drop-down menu to activate and publish the asset immediately.



If you have permission to activate an asset, the Activate button will be enabled on the DAM toolbar.

AEM puts an appropriate pending status for that asset based on the other assets marked for activation in the queue.

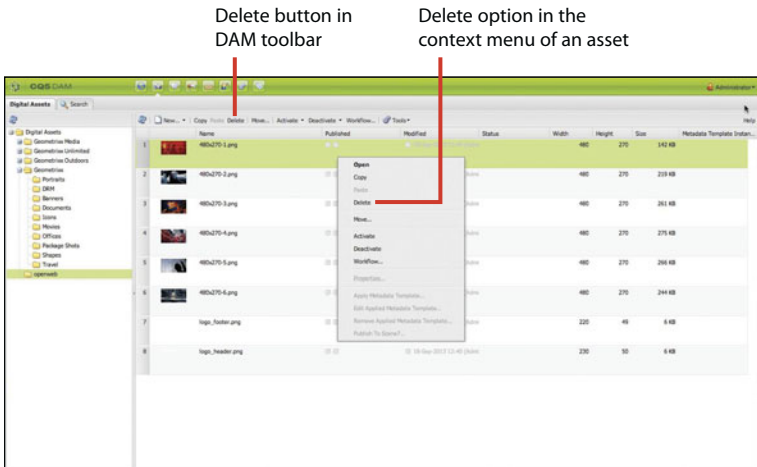
Publishing status



The asset status will change to orange when it is in queue for publishing. The status color will change to green once it has been successfully published.

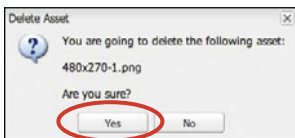
## How to delete an asset

- 1 Navigate to the Digital Assets interface from the AEM welcome screen. Select the asset you want to delete and click the Delete button in the DAM toolbar. You can also right-click the asset and choose Delete from the context menu.



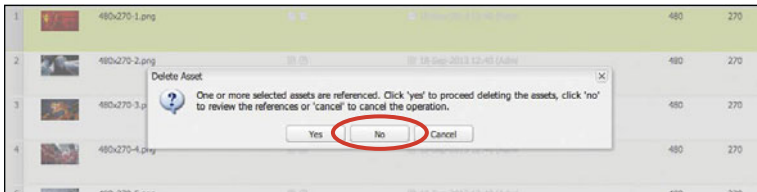
Two ways to delete an asset

The system prompts you to confirm the deletion.

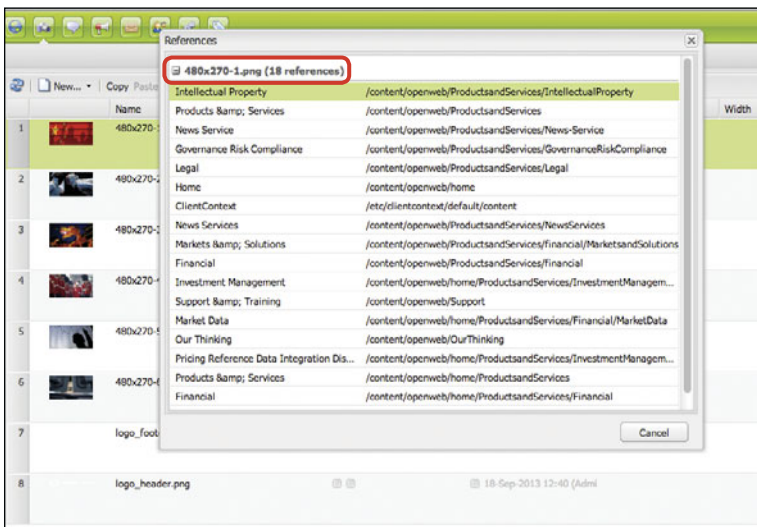


Confirm deletion prompt; if the asset has references to other pages, the system will alert you.

- Click Yes to initiate the asset deletion process. If the asset has no references to any pages on any site, the asset will simply be deleted from DAM. If the asset has references to other pages, the system will throw a warning prompt notifying the user.

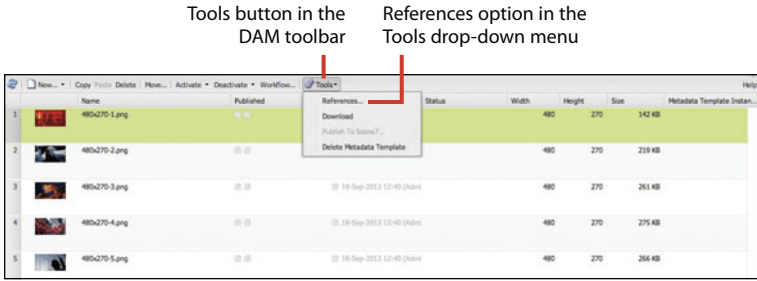


- In the system prompt, click No to see all the references for the asset that needs to be deleted.





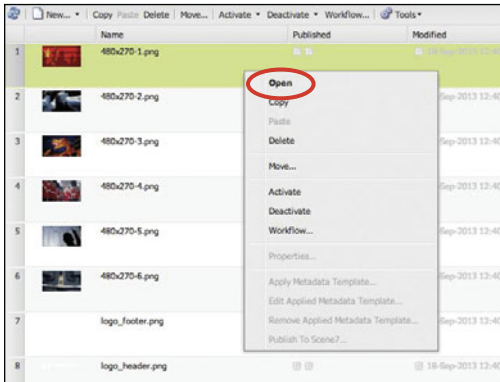
- Alternatively, if you click the Tools button in the DAM toolbar and then choose References from the drop-down menu, you'll see all the references for a particular asset (before you initiate the deletion process).



How to see all asset references

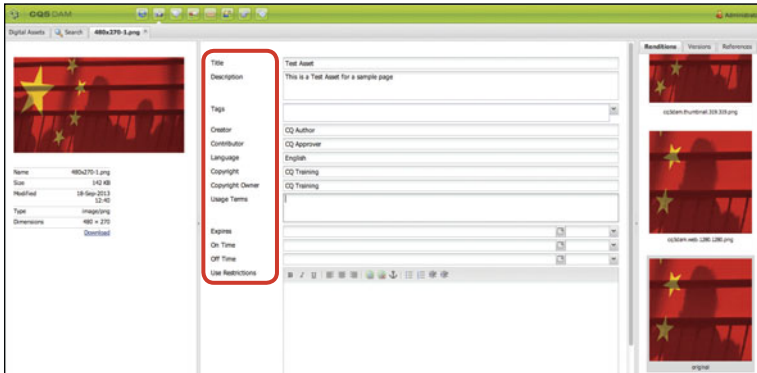
## How to edit asset properties and metadata

- Right-click the asset you want to edit and click Open from the context menu.



Right-click the asset to open a menu of actions.

A detailed asset view opens with different editable properties, including title, description, tags, language, and other fields.

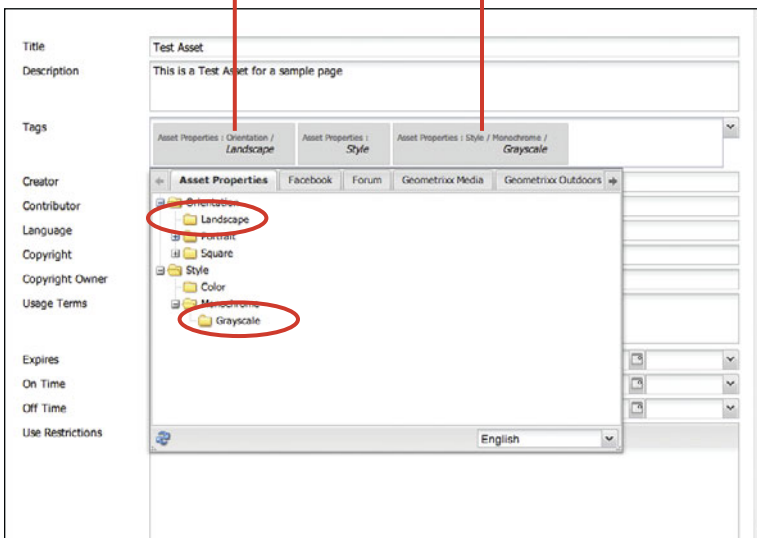


An asset's editable properties in the detailed asset view

- In order to change the asset tags, click the Tags drop-down. To assign a tag, double-click a particular property from the tags pane.

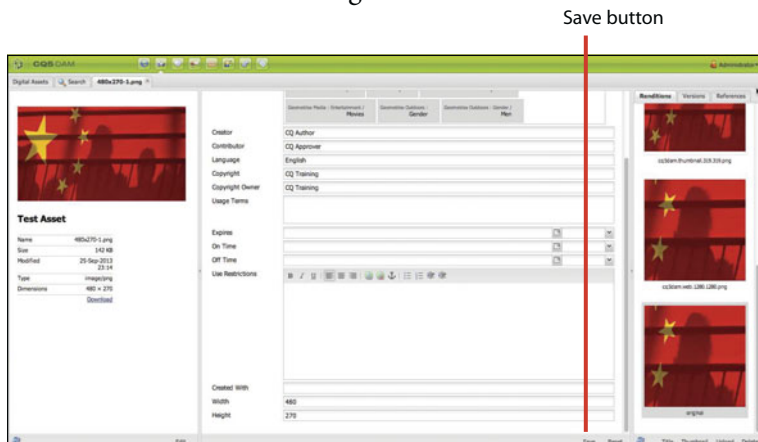
Adding the Landscape tag to  
Asset Properties: Orientation

Adding the Grayscale tag to  
Asset Properties Style/Monochrome



Changing an asset's tags

- 3 Click Save to save all the changes.

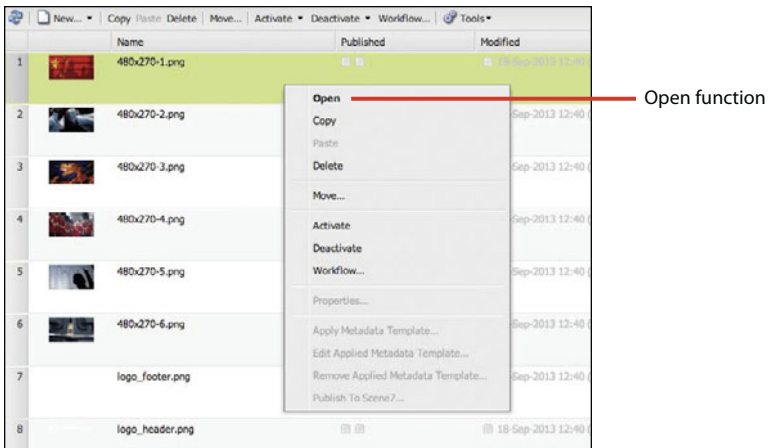


Making asset changes

## How to restore an asset

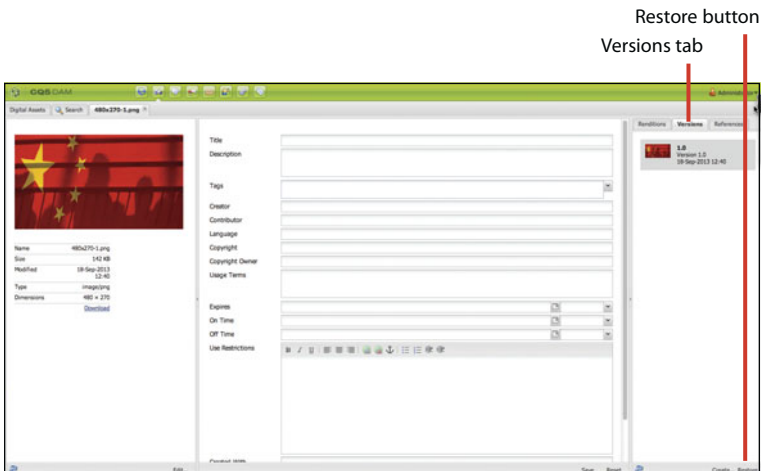
From time to time, you'll need to restore an asset to a previous version. For example, if it was modified incorrectly or if its tags were changed in error, you could use the restore function to set it back to its former state.

- 1 Right-click the asset you'd like to edit and choose Open from the context menu.



Right-click an asset to open the menu.

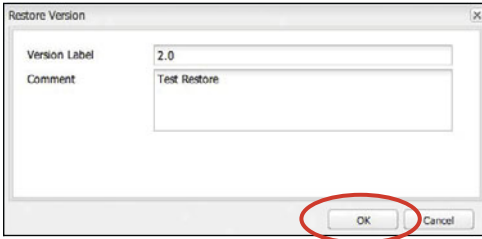
- 2 In the detailed asset view, click the Versions tab to show all the available versions for that asset.
- 3 Select a version and click the Restore button to set the asset to another version.



Restore an asset.

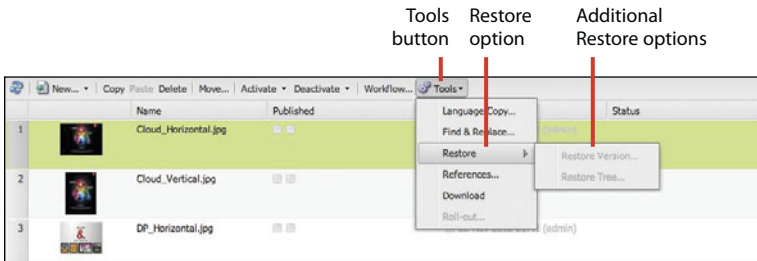
You can add a version label and comments for the new version of the image.

4 Click OK to finish.



Label the new version and add comments.

Alternatively, you can also restore an asset directly by clicking the Tools button in the DAM toolbar and choosing Restore from the drop-down menu.



Restore feature on the toolbar

## How to use DAM to transcode videos into different formats

Before enabling DAM to transcode videos, ensure that AEM framework is enabled with FFmpeg encoder add-on.

- 1 If you haven't already, install the FFmpeg encoder add-on from <http://ffmpeg.org>.
- 2 Unzip the Installation folder and set the system environment variable path to `<your-ffmpeg-location>\bin`.
- 3 Restart AEM.

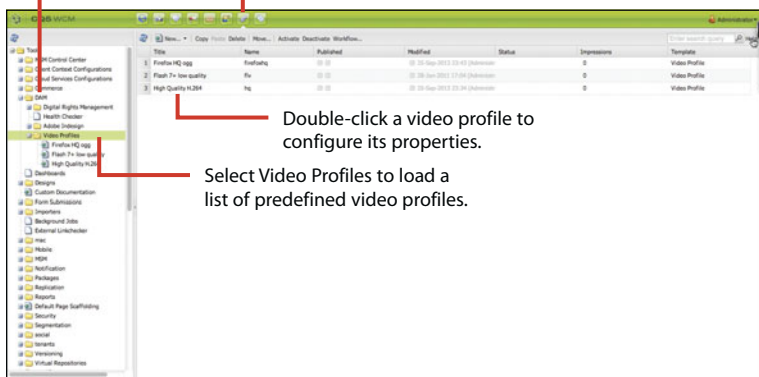
Once the FFmpeg add-on has been set up, ensure that AEM has a set of Video profiles, which defines a set of video configuration properties for a particular video format, such as MP4, FLV, and so on. Configurations applied on these video profiles will enable the transcoding workflows to generate alternate video formats for a video asset.

AEM comes prebundled with some video profiles, which can be reconfigured per the transcoding needs.

- 4 In the AEM toolbar, click the Tools button and choose DAM > Video Profiles.

Select DAM folder.

Tools button



Double-click a video profile to configure its properties.

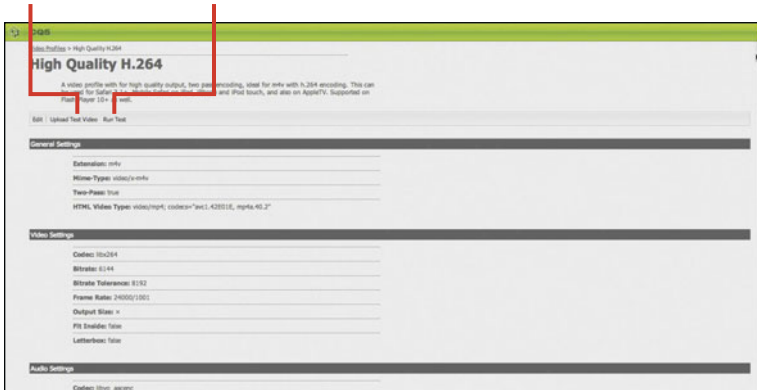
Select Video Profiles to load a list of predefined video profiles.

Transcoding video

- 5 To test out your video transcoding feature, upload a test video in any format other than H.264 and click Run Test. If FFmpeg is installed correctly, the system successfully transcodes the uploaded video in H.264 format.

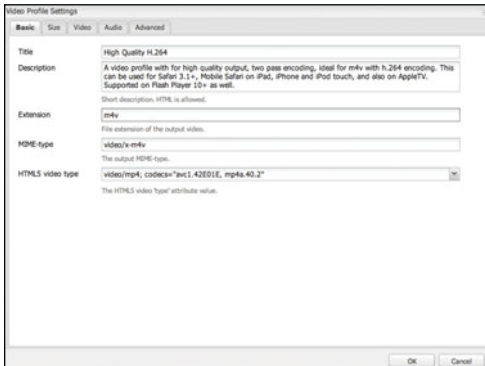
Upload a video from local machine.

Test the uploaded video for transcoding.



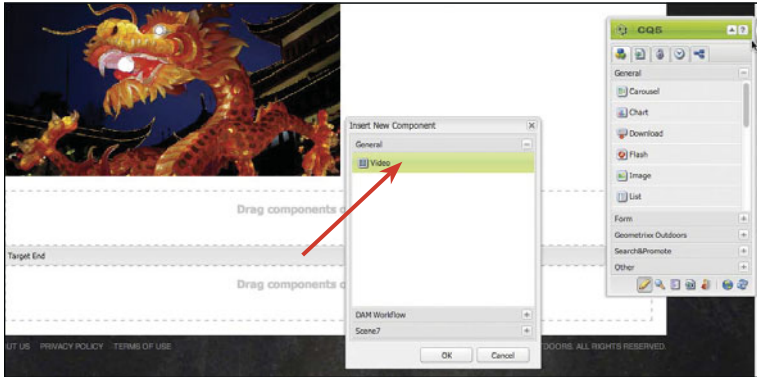
Transcoding video

- 6 To edit more properties of the video profile, click the Edit button on the Video Profiles component toolbar. In the Video Profile Settings dialog box, you can change various settings and naming conventions for the selected video profile. Click OK to save all changes.



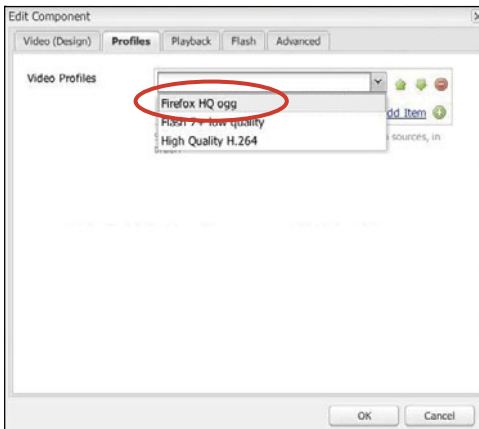
Changing video profile settings

- Once the Video profile is configured, navigate to a page in the AEM site hierarchy and add a video component.



Adding a video component to a web page

- Edit the video component to see the component's properties. On the Profiles tab, select the video profile the video should convert to while playing on this page.



Edit Component > Profiles



## How to upload assets using Web DAV

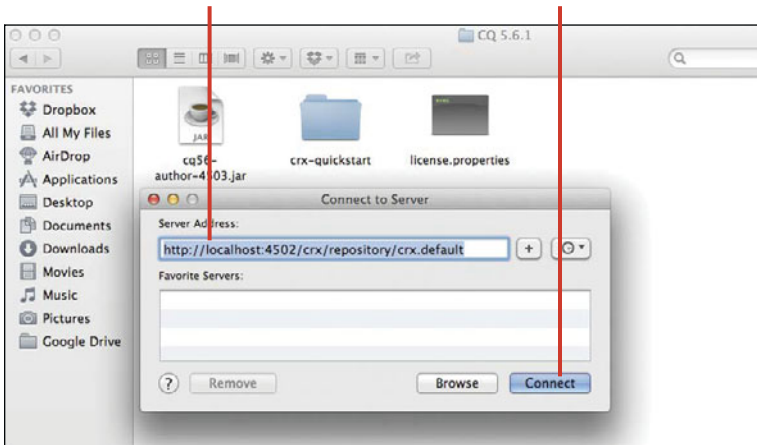
- 1 In order to set the Web DAV, set the network drive to the following:

`http://localhost:<portnumber>/crx/repository/crx.default`

Setting the network drive to this path will enable the simple drag and drop feature to upload assets to CRX repository.

Set the network drive path to the CRX repository in the Server Address field.

Click Connect to set the drive.



Setting the network drive

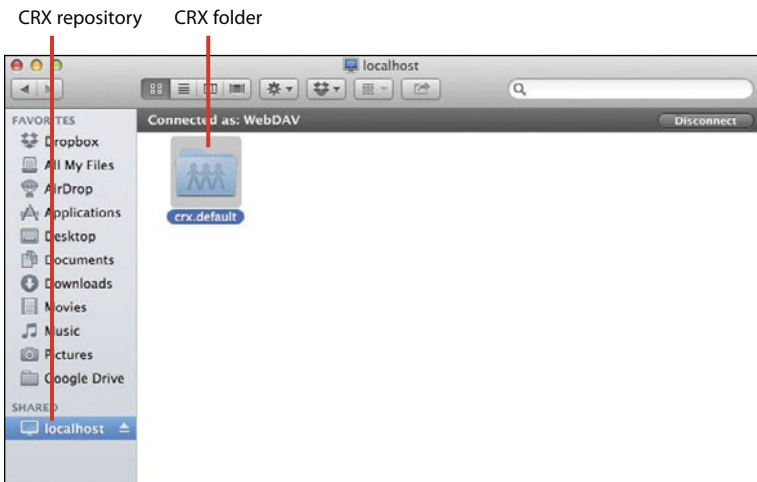
The server prompts you to enter the credentials to connect to the AEM repository.

- 2 Select Registered User (Mac), or simply enter user ID and password (Windows). Click Connect to set up the repository as a drive on your local machine.



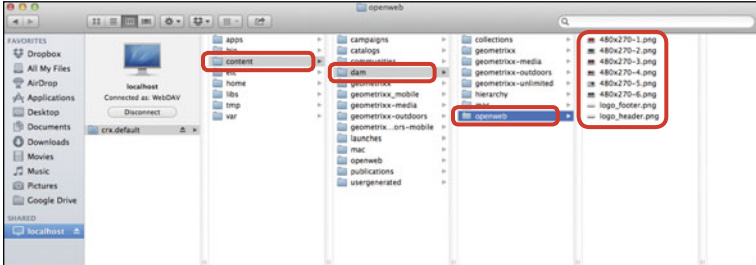
Select Registered User (Mac), or simply enter user ID and password (Windows).

Once the repository is set up as the drive, it will be viewable from My Computer (Windows) or Finder (Mac).



The repository is viewable in My Computer (Windows) or Finder (Mac).

- 3 Once inside the directory, navigate to `crx.default > Content > DAM`. In this directory, you can create new folders and drag and drop assets to directly import assets into DAM.



Drag and drop assets to directly import assets into DAM.

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# Index

## A

- admin user, changing password for, 204
- administrative features
  - external link checker, 213–215
  - groups, 206–208
  - impersonating authors, 209
  - packages, 212–213
  - permissions, 208
  - reports, 210–211
  - users, 204–205
  - validating links, 216–217
- Adobe AEM. *See* AEM (Adobe Experience Manager)
- Adobe Marketing Cloud
  - Analytics core solution, 6
  - Experience Manager, 6
  - features, 5–6
  - Media Optimizer, 6
  - Social core solution, 6
  - Target core solution, 6
- AEM (Adobe Experience Manager)
  - building brands, 1
  - driving revenue, 1
  - extending reach, 1
  - installing, 10–12
  - logging into, 12
  - starting, 11
- AEM core features
  - communities, 4
  - DAM (digital asset management), 3–4
  - mobile delivery, 5
  - social tools, 4
  - web content management, 2–3
- age, editing in segments, 183
- annotations, adding to workflows, 136–138
- asset metadata, editing, 66–68
- asset properties, editing, 66–68
- assets. *See also* DAM (digital asset management)
  - activating, 61–63
  - creating, 61
  - deleting, 64–66
  - managing workflows from, 134–136
  - organizing, 60–61
  - restoring, 68–70
  - uploading, 61–63
  - uploading using Web DAV, 74–76

Author instance, 12  
authors, impersonating, 209

## B

blog pages, creating, 168–169  
blueprints, creating for MSM  
(Multi-site Manager),  
102–105. *See also* live copies

## C

campaigns  
    creating, 191  
    creating with teasers,  
    191–197  
    naming, 192  
    use of, 177  
Campaigns Dashboard  
    accessing, 184  
    Campaigns option, 185  
    Leads option, 186  
    Lists option, 185, 187  
    Reports option, 185  
    Segments option, 185  
Card view, 170  
changes to pages, displaying  
    history of, 56–57  
Classic UI, using in production,  
210  
Client Context in Sidekick, 33  
    adding profile data, 94  
    adding traits, 95, 98  
    Age property, 183  
    Edit mode, 94

    editing traits, 94–95  
    Experiences option, 95  
    loading profiles, 93  
    Profile Data dialog box, 95  
    selecting campaigns, 99  
    selecting users, 93  
    using for personalization, 92  
cloud service configurations  
    applying to websites, 175  
    Facebook, 173–174  
    Twitter, 174  
Comment Date format, 164  
comments, approving, 163  
Comments component  
    setting up, 161–162  
    settings, 161–162  
Community console. *See also*  
    social communities  
    Card view, 170  
    Facebook cloud services,  
    173–174  
    List view, 170  
    Moderation Control panel,  
    172  
    navigation menu, 171  
    view options, 170–172  
content. *See also* personalizing  
    content; websites  
    annotating, 136–138  
    approving for workflows, 132  
    creating, 22–23  
    publishing for workflows,  
    133  
    viewing publicly, 13

Content Finder  
 features, 26  
 using, 28

content inheritance  
 breaking, 128  
 reference component,  
 125–127

content launches  
 managing, 54–55  
 use cases, 54

content management, 2–3

content relationships, using tags  
 for, 80–81

copying and pasting pages, 36–37

CTR (click-through rate), seeing,  
 197–199

**D**

DAM (digital asset management).  
*See also* assets  
 browsing content in, 28  
 features, 3–4

DAM console, identifying, 18

DAM functions  
 organizing assets, 60–61  
 transcoding videos, 71–73

Dashboard view  
 Campaigns, 184–185  
 displaying, 185

date display format, changing, 164

Day CQLink Externalizer, 215

deleting  
 assets, 64–66  
 comments from workflows, 138

pages, 37–38  
 tags, 87–88

Design mode in Sidekick, 32

desktop version UI, 17

## E

Edit mode, 26, 31

editing  
 asset metadata, 66–68  
 asset properties, 66–68  
 content in mobile emulator,  
 150–151  
 permissions, 208  
 tags, 84

ExactTarget integration  
 API connection, 202  
 capabilities, 200  
 configuring, 200–201  
 login credentials, 202

External Linkchecker, using,  
 216–217

## F

Facebook cloud service,  
 173–174

Felix Console, logging into, 213

Filter view, using in Community  
 console, 171

Forum component, adding,  
 166–167

fulltext, searching by, 38–39.  
*See also* text component

## G

German folder, creating Testpage under, 120

### groups

- adding users to, 207
- creating, 206–208
- displaying in lists, 207
- Members tab, 208
- permissions, 207

## H

H.264 format, transcoding video to, 72

history, displaying for page changes, 56–57

## I

image component, using with teasers, 196–197

impersonating authors, 209

Inbox, using for workflow tasks, 130–133

Information tab in Sidekick, 30

### inheritance

- breaking, 128
- reference component, 125–127

installing Adobe AEM, 10–12

### instances

- Author, 12
- Publish, 13

## K

Knowledge Base, accessing, 7

## L

Language Copy dialog box, opening in MSM, 114

language trees, opening pages in, 124

languages, setting for tags, 116–119

language-specific versions, managing with MSM, 112–116

### launches

- managing, 54–55
- use cases, 54

### leads

- adding to lists, 188–189
- creating, 186

### link checker

- configuration service, 214
- external, 213–215
- Felix Console, 213
- rewriting URLs, 215
- server-specific domain URLs, 215

links, verifying validity, 216–217

List view, 170

### lists

- adding leads to, 188–189
- creating, 187
- sending newsletters to, 190–191



live copies. *See also* blueprints  
 blueprint site, 108  
 creating with MSM (Multi-site Manager), 105–108  
 language selection, 106  
 for mobile sites, 154  
 Site Owner, 107

Live Copy pages, creating  
 blueprints for, 102–105.  
*See also* webpages

locking pages, 40–41

## M

marketing. *See* campaigns;  
 segments

Marketing Cloud, 5–6

Members tab, using with groups,  
 208

metadata  
 explained, 77  
 Tag Manager, 78  
 tags, 77

mobile applications,  
 implementing, 157

mobile authoring interface, 150

mobile devices  
 applying styles, 148  
 design selection, 148  
 detecting, 147–149  
 enabling groups, 149  
 number of, 13  
 targeting, 147–149

mobile emulator  
 editing content, 150–151  
 HTC example, 151  
 viewing content, 150–151  
 viewing pages, 151

mobile pages, displaying, 151

mobile sites. *See also* websites  
 creating, 144–146  
 naming, 154  
 source for live copy, 154  
 synchronizing content to,  
 154–156  
 syncing files from desktop, 154  
 syncing from MSM Control  
 Center, 156  
 titling, 154

Moderation Control panel  
 activity stream for users, 172  
 User detail view, 172

moving tags, 85

moving webpages, 34–35

MSM (Multi-site Manager)  
 benefits, 102  
 blueprints, 109  
 creating blueprints, 102–105  
 creating live copies, 105–108  
 Language Copy dialog box,  
 114  
 language-specific versions,  
 112–116  
 Live Copy pages, 102–105  
 rollout configurations,  
 109–110  
 Trigger property, 109

- MSM rollout configurations
  - blueprint activation, 110
  - blueprint deactivation, 110
  - Geometrixx options, 110
  - Standard, 110
- multivariate components
  - adding, 198–199
  - Banner tab, 199
  - capabilities, 197
  - CTR (click-through rate), 197–199
  - Edit button, 198
  - Statistics button, 199

## N

- namespaces, using with tags, 79–80
- newsletters, sending to lists, 190–191

## P

- packages
  - accessing, 212
  - availability, 213
  - explained, 212
- page changes displaying history of, 56–57
- page settings, controlling, 30
- pages. *See also* Live Copy pages
  - Activate Later dialog box, 45
  - activating, 42–44

- adding components, 27
- Content Finder, 26
- copying and pasting, 36–37
- creating, 24–25
- Deactivate Later option, 48
- deactivating, 46–47
- deleting, 37–38
- editing, 26–28
- editing large sets of, 33
- locking, 40–41
- moving, 34–35
- opening, 26
- personalization elements, 33
- reordering, 35–36
- responsive testing, 151–156
- scheduling for activation, 45–46
- scheduling for deactivation, 48–49
- searching by fulltext, 38–39
- Sidekick, 26
- text component, 27
- unlocking, 42
- password, changing for admin users, 204
- pasting pages, 36–37
- permissions
  - editing, 208
  - for groups, 207
  - users, 207
- personalizing content. *See also* content
  - assigning segments, 98

- basing on browsers, 97–99
- basing on location, 96–97
- basing on technology, 97–99
- basing on visitor traits, 92–95
- Client Context, 92
- displaying segments, 95
- personalizing user profiles, 90–91
- PhoneGap integration, 157
- Preview mode in Sidekick, 31
- Publish instance, 13

## R

- Rating component
  - adding, 165
  - Text and Labels, 165
- Reference component, using with inheritance, 125–127
- reports
  - accessing, 211
  - Classic UI, 210
  - creating, 210–211
  - Tools interface, 210
  - viewing data, 211
- responsive testing, 152–156
  - iPhone view, 153
  - Rotate option, 153
  - screen resolution, 153
- restoring assets, 68–70

## S

- Scaffolding in Sidekick, 33
- searching
  - after/before, 40
  - date/time range, 40
  - by modification details, 40
  - for pages by fulltext, 38–39
  - for relevant pages, 40
  - by tags, 39
- segments
  - adding to teasers, 194
  - associating teasers with, 193
  - creating, 178–183
  - Edit function, 181
  - editing, 180
  - editing age, 183
  - naming, 179
  - opening, 180
  - resolving conflicts, 183
  - setting operator and value, 182
  - system warning, 182
  - User Age component, 181
- Sidekick
  - adding social components, 160
  - Client Context, 29, 33, 92
  - Components tab, 29–30
  - deactivating pages, 47
  - Design mode, 29, 32

Sidekick (*continued*)

- Edit mode, 29
- features, 26
- Information tab, 29–30
- Page tab, 29–30
- Preview mode, 29, 31
- Rating component, 165
- Reload page, 29
- Scaffolding, 29, 33
- translation workflow, 120–125
- using, 27
- Versioning tab, 29, 31
- Websites Interface link, 29
- Workflow tab, 29, 135
- social communities. *See also*
  - Community console
  - blog pages, 168–169
  - Comments component, 161–162
  - Forum component, 166–167
  - Rating component, 165
  - UGC (user-generated content), 160
- social components, adding to Sidekick, 160
- social content, benefits, 159
- social login, testing, 176
- Step Back option, using with workflows, 138
- support, accessing, 7

## T

- Tag Manager, using with metadata, 78
- tag namespaces, creating, 79–80
- tag translations, setting, 116–119
- tags
  - associate with pages, 81–83
  - creating, 80–81
  - deleting, 87–88
  - describing, 85
  - editing, 84
  - moving, 85
  - Path dialog box, 86
  - searching by, 39
  - tree hierarchy, 80
- teasers
  - adding components, 195
  - adding segments to, 194
  - assigning content to, 195
  - associating with segments, 193
  - creating for campaigns, 192
  - Edit option, 195
  - image component, 196–197
  - metadata tags, 193
  - properties, 193
- technical documents, accessing, 7
- testing
  - multivariate components, 198
  - responsive websites, 151–156
  - social login, 176

text component, 27. *See also*  
fulltext

Timewarp, using, 56–57

Tools interface

in touch UI, 210

using with reports, 210

touch UI, Tools interface in, 210

touch-optimized UI

Assets link, 15

card view, 14–15

Collections link, 15

Communities link, 15

confirming, 13

Feed link, 15

main screens, 15

page authoring, 13

Projects/Welcome Screen, 15

Publications link, 15

Sites link, 15

Tools link, 15

transcoding video, 71–73

translated copy

language-specific versions,  
112–116

prerequisites, 111

translation workflow

creating Workflow Process,  
125

initiating, 120–125

Trigger property

Deactivation type, 109

Modification type, 109

Publish type, 109

Rollout type, 109

Twitter cloud service, 174

## U

UGC (user-generated content),  
160

UI mode, changing default,  
16–17

UIs (user interfaces)

classic, 17

touch-optimized, 13–15

Websites console, 18–19

user profiles, creating, 90–91

users

adding to groups, 207

admin, 204

creating, 204

impersonating, 209

permissions, 207

## V

Versioning tab in Sidekick, 31

versions

comparing, 53

creating, 50–51

exiting preview mode, 53

managing language-specific,  
112–116

restoring, 52

video components, adding to  
webpages, 73

video profile settings, changing, 72

videos, transcoding, 71–73

views in Community console

Card, 170

Filter view, 171

List, 170

visitor traits, considering in  
personalization, 92–95

## W

web content management, 2–3

Web DAV, using to upload assets,  
74–76

webpages. *See also* Live Copy  
pages

Activate Later dialog box, 45

activating, 42–44

adding components, 27

Content Finder, 26

copying and pasting, 36–37

creating, 24–25

Deactivate Later option, 48

deactivating, 46–47

deleting, 37–38

editing, 26–28

editing large sets of, 33

locking, 40–41

moving, 34–35

opening, 26

personalization elements, 33

reordering, 35–36

responsive testing, 151–156

scheduling for activation,  
45–46

scheduling for deactivation,  
48–49

searching by fulltext, 38–39

Sidekick, 26

text component, 27

unlocking, 42

websites. *See also* content; mobile  
sites

activating sections of, 49

Adobe Marketing Cloud, 6

creating, 22–23

Knowledge Base, 7

making internal changes  
to, 12

support, 7

technical documents, 7

Websites console

accessing, 3

Campaigns button, 18

Columns tab, 19

Communities button, 18

DAM console, 18

hierarchy, 19

Inbox button, 18

page information, 19

Tags button, 18

Tools button, 18

Users button, 18

Workflow folder

contents, 139

opening, 139

Workflow inbox, contents of, 124

- Workflow Process, creating for translation, 125
- Workflow tab in Sidekick, 31, 135
- workflow tasks, using Inbox for, 130–133
- workflows
  - adding comments, 132
  - adding steps, 141
  - annotating, 136–138
  - approving content, 132
  - audiences, 141
  - creating, 139–142
  - deleting comments, 138
  - explained, 129
  - features, 141
  - managing from assets, 134–136
  - publishing content, 133
  - requesting activation, 131
  - starting, 130
  - Step Back option, 138
  - steps, 141–142
  - testing, 142