



ADOBE TRAINING

# Create Web Experiences Using Adobe Experience Manager

*Master Adobe Experience Manager (AEM) to design, build, and optimize dynamic web experiences for impactful digital delivery.*

DURATION

**Flexible**

LEVEL

**Intermediate**

FORMAT

**Instructor-Led**

- 
- Globally Recognized Certification
  - Expert-Led Hands-On Training
  - Flexible Scheduling

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## COURSE OVERVIEW

This intermediate-level course, "Create Web Experiences Using Adobe Experience Manager," is meticulously designed to equip participants with the essential skills to leverage Adobe Experience Manager (AEM) for crafting compelling and dynamic digital experiences. AEM stands as a leading enterprise-grade content management system (CMS) and digital experience platform (DXP), empowering organizations to efficiently manage, deliver, and optimize their digital content across various channels. Throughout this program, you will dive deep into AEM's core functionalities, gaining hands-on expertise in authoring content, managing digital assets, and building engaging web pages that resonate with target audiences.

Participants will gain practical experience with AEM Sites, focusing on techniques for content creation, component usage, and template integration. You will learn to navigate the AEM user interface, understand content structures, implement basic personalization strategies, and ensure a seamless user journey from an authoring perspective. By mastering AEM, you'll be able to contribute significantly to an organization's digital transformation efforts, helping them deliver consistent, personalized, and high-impact web experiences that drive engagement and achieve business objectives. This expertise is crucial for anyone looking to excel in the digital marketing, web content management, or digital experience domains.

|        |              |
|--------|--------------|
| Level  | Intermediate |
| Vendor | Adobe        |

## COURSE CURRICULUM

### 01 Module 1: Foundations of Adobe Experience Manager

- Introduction to AEM: What it is and why it's used for digital experiences
- AEM Architecture Overview: Author and Publish environments
- Navigating the AEM User Interface: Sites, Assets, Experience Fragments
- Understanding Core AEM Concepts: Pages, Components, Templates, Assets

### 02 Module 2: Mastering Content Authoring in AEM Sites

- Creating and Managing Web Pages with Editable Templates
- Utilizing AEM Components: Text, Image, Carousel, Container, etc.
- Working with Experience Fragments for Reusable Content
- Implementing Responsive Design Principles for Web Pages
- Content Versioning, Timewarps, and Publishing Workflows

### 03 Module 3: Digital Asset Management and Media Rich Experiences

- Uploading, Organizing, and Managing Digital Assets in AEM DAM
- Image Editing, Smart Cropping, and Renditions
- Integrating Video and Rich Media into Web Pages
- Metadata Management and Asset Search
- Dynamic Media Integration (overview)

### 04 Module 4: Personalization and Optimization Basics

- Introduction to Personalization with AEM and Adobe Target (Author's perspective)
- Creating Audiences and Personalizing Content Components
- Implementing A/B Testing Concepts for Content Optimization
- Measuring and Analyzing Page Performance (from AEM perspective)
- Managing Multi-Site and Multi-Language Content

## 05 Module 5: Maintaining and Enhancing Web Experiences

- Understanding Content Approval Workflows
- Basic Troubleshooting for Authors (e.g., cache invalidation, broken links)
- Best Practices for Performance and SEO-Friendly Content
- Introduction to AEM Forms for data capture (from authoring view)
- Future Trends in Digital Experience Management with AEM

## CAREER PATHWAYS

Graduates of this program are prepared for the following roles:

- > **Adobe Experience Manager (AEM) Content Author/Editor**
- > **Digital Experience Specialist**
- > **Web Content Manager (with DXP focus)**

## FREQUENTLY ASKED QUESTIONS

### **Q: What specific practical skills will I gain from this "Create Web Experiences Using Adobe Experience Manager" course that I can immediately apply in a professional setting?**

This course is intensely practical, focusing on direct application. You will learn to author, manage, and publish web content, create and modify pages using AEM's component library and editable templates, and organize digital assets efficiently within the AEM Digital Asset Manager (DAM). You'll also gain experience with content versioning, basic personalization strategies, and workflow management, enabling you to contribute immediately to a team responsible for managing an organization's digital presence on AEM, improving efficiency and content quality.

### **Q: Is prior experience with web development or other content management systems required to take this intermediate-level AEM course?**

While no prior Adobe Experience Manager (AEM) experience is strictly required, a basic understanding of web concepts (like how websites are structured and function) and general experience with other content management systems or digital marketing tools would be highly beneficial. This course is designed for intermediate users, meaning you should be comfortable with navigating software interfaces and possess a foundational grasp of digital communication and user experience principles.

### **Q: How does mastering "Creating Web Experiences Using Adobe Experience Manager" contribute to advancing my career in digital marketing or content strategy?**

In today's competitive digital landscape, proficiency in a leading Digital Experience Platform (DXP) like AEM is a significant career accelerator. This course empowers you to not only manage content effectively but also to strategize for engaging user experiences, implement content personalization, and ensure brand consistency across various digital touchpoints. This expertise elevates your role from a basic content editor to a strategic contributor capable of driving digital growth and enhancing customer journeys, opening doors to advanced positions such as Digital Experience Manager, AEM Content Lead, or Senior Web Content Strategist.

## ABOUT COMPUTER PRIDE



## East Africa's Premier IT Training Center

With over 15 years of excellence, Computer Pride delivers globally recognized certification programs from leading technology vendors. Located on Kenyatta Avenue in Nairobi's CBD, our state-of-the-art facilities and expert instructors have empowered thousands of professionals across East Africa.

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Vendor Certifications

## READY TO ENROL?

Take the next step in your technology career.

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