



Implementation playbook: Adobe Experience Manager Sites.

Seven steps to implementing Experience
Manager Sites using Adobe's proven
Digital Foundation Blueprint.



Discover a more dynamic way to work.

Put an experienced market leader to work for your business and transform your digital offering with a dynamic, progressive, and productive platform that will accelerate your speed to customer.

Join the thousands of leading brands using Adobe Experience Manager to:

- Accelerate delivery of content
- Create personal experiences on any channel
- Integrate your creative and marketing software into a single solution
- Reap greater value from your digital assets
- Get data insights and machine learning advice to deliver and improve the customer journey
- Use the cloud for greater agility and scale, better reliability and security

“ Previously, we would have to work with a developer just to change a single letter on a website. With Adobe Experience Manager, we virtually eliminated the hidden costs associated with waiting time, which is a huge benefit.”

Tsuyoshi Tanaka, Manager, Office of Communication Technology, Digital Marketing Center, Kao Corporation

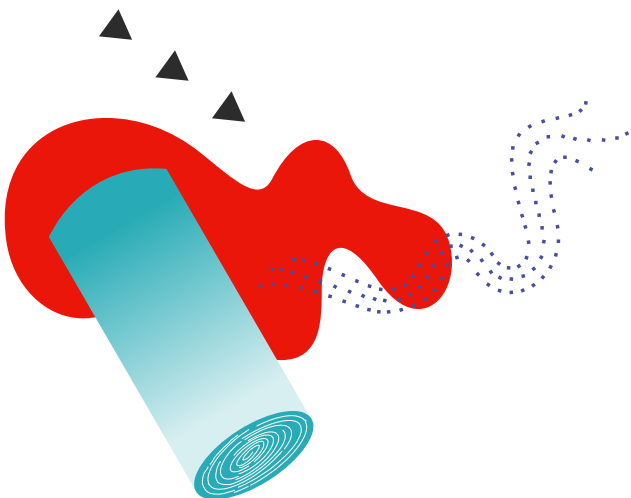


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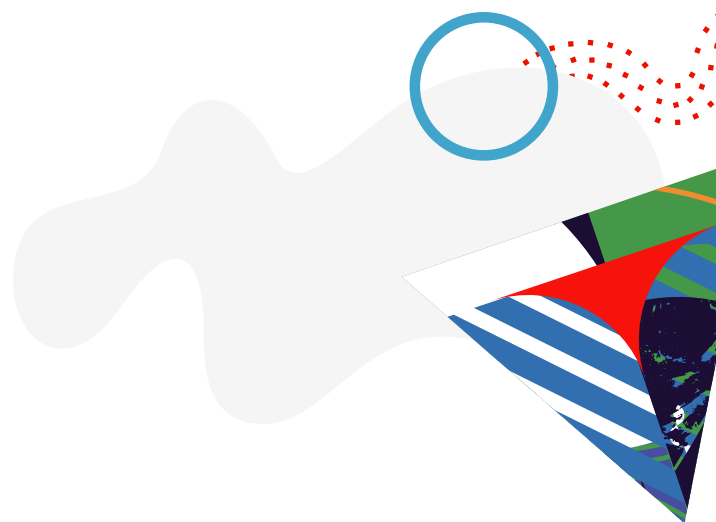
Seven steps to implementing Experience Manager Sites using Adobe's proven Digital Foundation Blueprint.

Your company's websites are hubs for customers as well as partners, vendors, and internal teams. Adobe Experience Manager Sites touches all aspects of your business, from marketing to commerce to customer service. It can have a positive impact across multiple domains and move a wide spectrum of key metrics, including online conversions, revenues, average order value, Net Promoter Score, and multiple measures of productivity.

The sooner you get up and running, the sooner you can realize these benefits—which is why we developed the Digital Foundation Blueprint. It's a low-code deployment method designed to get Sites to market quickly using pre-defined components that can easily be configured and customized with minimal development.

The Adobe Digital Foundation Blueprint supports a majority of customer use cases and reduces the need for time-consuming custom development, so you get to market—and start earning value—faster. While some large enterprises with unique business and content models will require a more code-intensive approach, most businesses can get a website online within 90 days.

This playbook outlines the step-by-step process of the Digital Foundation Blueprint that has been successfully used by many Adobe customers.



The seven steps of the Digital Foundation



Headless deployment for Adobe Experience Manager Sites.

Enterprises with unique requirements may opt for a headless development model. Sites, like most other Adobe products, can be deployed with a custom front end using agile development processes. Plus, Adobe also offers a set of out-of-the-box components to support headless deployments specifically.

[Learn more about the headless deployment journey.](#)

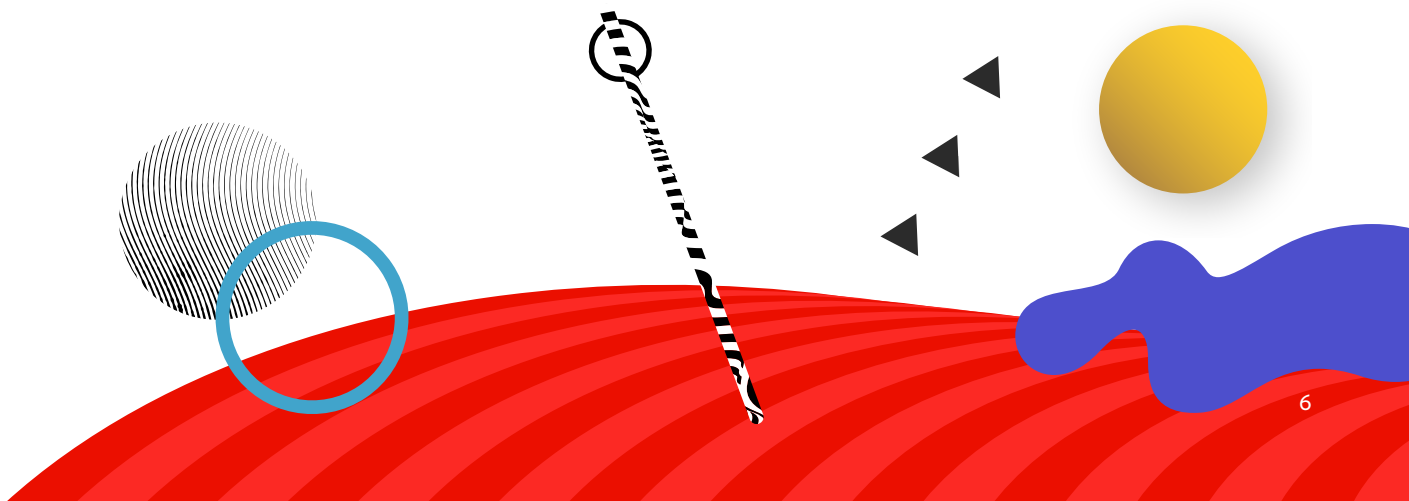
Step 1: Assemble and train your team.

With the Digital Foundation Blueprint, you don't need a large team. You can be successful with a relatively small group, including:

- A project manager
- One or more front-end developers and, depending on the deployment, one back-end developer
- An IT specialist to handle provisioning, security, etc.
- A representative from the marketing team that owns the company's digital experience
- One or more hands-on content authors or producers who will use Experience Manager Sites on a day-to-day basis

Your team will need a working knowledge of Adobe Experience Manager and the Core Components that support Sites. Available resources for getting deployment team members up to speed include:

- [Sites tutorials](#)
- [Cloud Service tutorials](#)



Step 2: Define your user experience (UX) requirements, content architecture, and content taxonomy.

Required team members: marketing, content authors, front-end developers, project manager

Tasks and tips

- The marketing teams that own the digital experience should define the look and feel of that experience from a customer standpoint. This experience may vary for different customer segments.
- Once marketers have defined the experience, content authors can identify what's needed to make it a reality. Ideally, they should create a content architecture—a list of the type of web pages they will need to create and the features and functions each page should offer.
- Front-end developers can work with content authors to ensure requested page functionality is possible to implement.

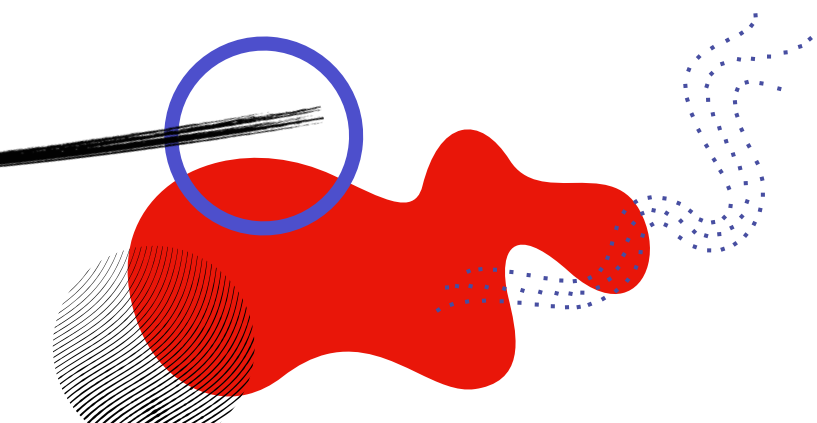
Step 3: Complete onboarding and provisioning.

Required team members: IT manager, project manager

Tasks and tips

- Because Adobe Experience Manager was built specifically to run in the cloud, onboarding for Sites is fast and efficient.
- Your system administrator will receive a welcome email and instructions for adding new users who, in turn, will also receive welcome emails and straightforward setup instructions.

[Use this guide to get started.](#)



Step 4: Configure and customize your platform.

Required team members: front-end developers, content authors, content producers, project manager

Tasks and tips

- **Decide if a site template could meet your needs.** Site templates can dramatically reduce—or eliminate—the need for customization and take weeks off your deployment schedule. With site templates, content authors can set up new sites with limited technical assistance. [Learn more about getting started with site templates.](#)
- **If you can't use a site template, set up your project with the [Maven Archetype 25+](#).** An alternative to site templates for more complex sites is to access the Maven Archetype 25+. You will use it to create your initial configuration and a generic web page template, add an [Experience Fragment](#) placeholder for headers and footers, and configure [Core Components](#).
- **If you're using the Maven Archetype,** you will need to map Core Components to the page templates you define. Front-end developers can customize them as needed. You will also need to set up [Style Systems](#) for Core Components. They define how content will be presented visually. Front-end developers and content authors can do this together.
- Once all Core Components have been customized and configured, content authors can use them via the Sites UI to customize the generic template and build templates for the types of web pages defined in step 2.
- Learn more about [getting started with a Maven Archetype](#).
- **Whether you use site templates or Maven, you will need to configure content workflows.** Content authors and producers can use the Sites UI to set up and automate workflows for web page creation and updates. For example, pages may be routed to different team members for review and approval, automatically tagged, staged, published, etc.
- Sites comes with numerous pre-defined content workflows that suit most use cases. [Learn more.](#)



Step 5: Prepare for launch.

Required team members: project manager, content authors, front-end developers, marketing, project manager

Tasks and tips

- Once you have page templates with styled components and a taxonomy, it's time to populate your site with content. Workflows defined in step 4 will support this process. If you're using Adobe Experience Manager Assets, you'll be able to locate relevant content assets easily and add them to web pages.
- Marketing will review page content and assets for consistency with company messaging, product positioning, and so on, and request changes.
- Content authors and front-end developers may continue to fine-tune page templates and components.
- The project manager will ensure necessary reviews and revisions proceed as scheduled.



Step 6: Go live.

Required team members: project manager, front-end developers, IT manager

Tasks and tips

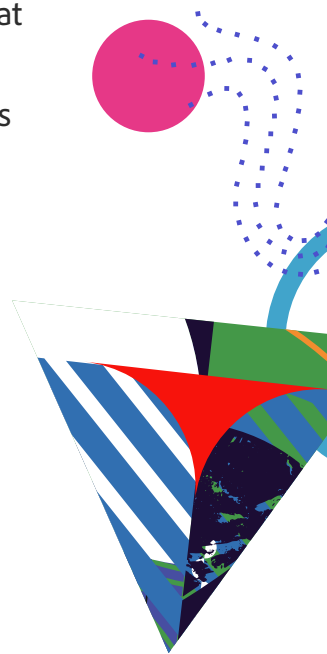
- If you're using the Digital Foundation Blueprint, you can access automation that will speed your launch and the integration of your new site into Adobe Analytics.
- Before going live, you'll need to conduct user acceptance testing with internal users. Learn more about [acceptance testing](#).
- You'll also want to carefully review customer-facing site content and imagery for accuracy before going live.

Step 7: Plan Phase 2.

Required team members: project manager, front-end developers, IT manager, content authors, content producers, marketing

After launch, you should have a good understanding of what worked and what didn't. You may discover some new requirements you hadn't thought of. For example, you may need to adapt templates for local language pages or access content from different systems.

Phase 2 is often more complex than the original launch. Timelines may also be longer.



Plan your implementation.

If you're ready to plan your implementation, talk to your Adobe account representative. They can connect you with a wealth of resources as well as Adobe Solution Partners in your area.

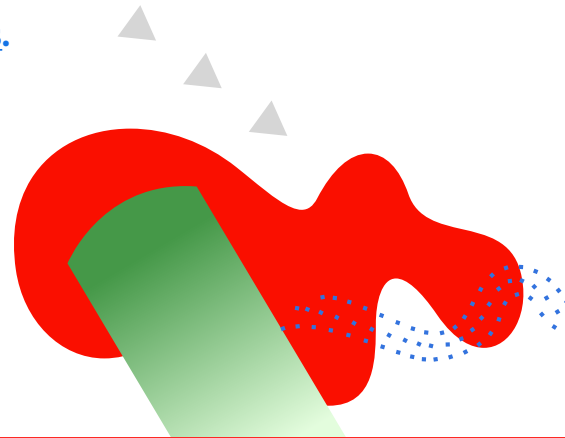
Adobe Solution Partners typically have industry-specific domain expertise as well as extensive experience customizing and deploying Sites. They can recommend industry-specific best practices, help you avoid common pitfalls, and help train your internal teams. You can find Adobe Solution Partners in virtually every region and time zone.

With a clearly defined implementation plan and assistance from the right partners, you can easily deploy Adobe Experience Manager Sites and accelerate your time to value.

Learn more

[Learn how businesses of all kinds are succeeding with Adobe Experience Manager Sites.](#)

[Connect with Adobe Experience Manager Sites partners.](#)



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