



QUICK GUIDE

An operational guide to Adobe Experience Manager Sites.

Explore the development skills required and learn how our CMS fits into your tech stack.

The image is a composite graphic. On the left, a white rounded rectangle titled "# Boilerplate" contains two columns: "Headings" with a description "Different levels of headings provide the semantic backbone of your document" and "Text" with a description "Body text or copy with rich semantic formatting options". A red Adobe logo is positioned below this box. To the right, a screenshot of a GitHub repository for "adobe / aem-boilerplate" is shown. The repository page includes navigation tabs for "Code", "Issues" (22), "Pull requests" (12), "Actions", "Security", and "Insights". It shows the "main" branch with 31 branches and 0 tags. A green "Use this template" button is visible. A commit by "trieloff" is highlighted, showing a merge of pull request #344 from "gargadobe/main". Below the commit, a list of files and folders is shown with their respective commit messages: ".github" (Update cleanup-on-create.yaml), "blocks" (chore: unify header/footer decoration), "fonts" (chore: update fonts example), and "icons" (chore: lint).

Choosing to implement a new content management system (CMS) isn't a decision that enterprises take lightly. For IT teams specifically, there are a few key considerations.

1. First, you need to ensure the technical foundation of the new CMS aligns with the company's future business goals and technology roadmap. It should fit into your existing development processes, not add more complexity.
2. Next, you must identify what skills and training your developers need and consider how quickly marketers can start using the platform. If significant legwork is needed for either team, it can slow your company's time to market.
3. Finally, you need to clearly understand how the CMS can scale as your company grows, along with the support you'll have both during implementation and maintenance.

In this guide, we'll explore several operational guidelines and see how Adobe Experience Sites is the CMS that checks all the boxes:

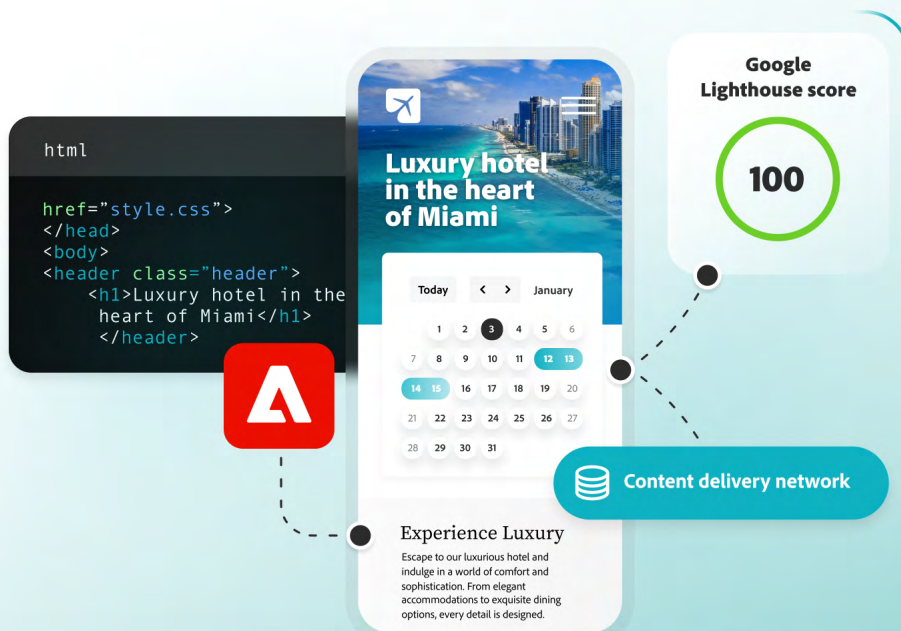
- ✓ **Standardized code and front-end developer skills**
- ✓ **Simple content authoring for marketers**
- ✓ **Flexibility for both front- and back-end development**
- ✓ **Support across developer communities**

Do it all with standardized code and front-end developer skills.

Unlike many CMS platforms that require complex JavaScript and CSS frameworks like React, Angular, and Next.js, Edge Delivery Services in Experience Manager Sites uses only Vanilla JavaScript and CSS, although developers can bring other frameworks to the stack. Instead of using full-stack developers to build content frameworks and websites, IT teams can hire front-end developers who are more widely available and onboard them more quickly.

	Experience Manager Sites	Other CMS platforms
Code complexity	Vanilla JavaScript and CSS	JavaScript and CSS frameworks like React, Angular, and Next.js
Developer skills	Front-end	Full stack

Experience Manager Sites also provides boilerplate code as the foundation for developers to create digital experiences. This code acts as a template for your webpages and is pre-optimized to achieve the highest web response metrics, including Google Lighthouse scores (LHS) of 100 and healthy Core Web Vitals. Even as developers [extend the boilerplate](#) by developing custom blocks or choosing from the block collection, this codebase lets them easily troubleshoot and test the Google LHS before the new or updated experiences get deployed.



When it comes to content, rapid delivery is just as important as rapid development. Because the deployment of Experience Manager Sites is completely based on GitHub, it will fit seamlessly into your continuous integration and continuous deployment (CI/CD) pipeline process. The [Adobe Experience Manager Code Sync GitHub app](#) integrates your GitHub repository to test, publish, and deliver to the designated channels.

To give pages the fastest possible page load times, Experience Manager Sites also provides an out-of-the-box enterprise-level [content delivery network \(CDN\)](#). It's fully managed, secure, and optimized for performance wherever your users are located. While this is ready and available to you, many large enterprises already have a CDN in place to store other content or to operate in specific regions, in which case that CDN can be easily integrated with Experience Manager Sites.

Empower marketers with flexible content authoring.

The demand for content is staggering, and customer expectations have put pressure on enterprises to create and deliver omnichannel digital experiences faster than ever. It can be difficult to create high-performance pages when marketers rely on IT to build, author, publish, and manage webpages and full sites. Edge Delivery Services in Experience Manager Sites empowers marketers with two methods of content authoring—document-based authoring and What-You-See-Is-What-You-Get (WYSIWYG) editing in the Universal Editor—and takes a [separation of concerns](#) approach to code, content, and design to significantly speed up development workflows. With these easy-to-use tools, marketers don't need extensive training or IT support, so teams can work more efficiently and dedicate more time to their areas of expertise.

The block code that developers write is independent from the content authoring type, meaning it works interchangeably with either document-based authoring or the Universal Editor. This allows websites to use both types of authoring methods with a single codebase (which includes the boilerplate and blocks). With this approach, your developers only need to create and maintain a single boilerplate and block library and your marketers don't need to be concerned they have the correct blocks and styling across different pages.

[Document-based authoring](#) allows any marketer to create and edit webpages using familiar tools like Microsoft Word and Google Docs. Page elements like headings, lists, images, styling, and videos can all be transferred directly from the source document to your website. Marketers

can work in the tools they already know, while front-end developers can independently and simultaneously create [reusable blocks](#) that translate the marketers' content into web experiences.

[The Universal Editor](#) gives marketers the option to edit content in a live preview of the page. They can easily add, delete, and reorder blocks, as well as edit content in the editor. Unlike document-based authoring, the Universal Editor doesn't require marketers to preview changes in a separate environment since they happen in real time on the page.

Both document-based authoring and the Universal Editor have fully extensible user interfaces that give marketers the flexibility to create, design, and deploy web experiences without heavy lifting from developers. With [Adobe Experience Manager Sidekick](#) and [Universal Editor Extension Points](#), you can customize the authoring experience based on the needs of your marketers.

Harness front- and back-end flexibility.

While Experience Manager Sites provides developers with a boilerplate built with Vanilla JavaScript and CSS code to make creating and developing content easy, it still offers significant flexibility to fit your specific integration needs.

For example, large enterprises often hire highly skilled web developers and designers to build landing pages for major product launches. These pages usually aren't based on existing site designs from the standard boilerplate or authors' block library. Instead, designers and developers often invest time in creating custom JavaScript, CSS code, and unique content, which is often discarded afterward, resulting in a wasteful expenditure of developer resources. With Experience Manager Sites, you can build bespoke front-end experiences while seamlessly harnessing the platform as a powerful back-end repository, reusing the same content across the new landing pages and your main site.

With your own front end connected, [content fragments](#) become a valuable way to structure content through a schema or model. They allow marketers to enter content like headers, descriptions, and calls to action (CTAs) through a preset native form that then gets pulled onto the page. That way, marketers can still author content, while developers have the flexibility to design pages with the necessary technical functionality to power elements like animation and custom design work.

Access support when and how you need it.

Creating high-performance websites can be complex. Even with JavaScript and CSS, developers need the support of experts and communities to troubleshoot problems, share innovative solutions, and learn best practices. IT teams can request support from Adobe Enterprise Support and Adobe Engineering in dedicated Slack channels. Developers can also join the [Adobe Experience Manager community on Discord](#) to interact with other developers and Adobe Engineering experts, as well as contribute to product development direction by showcasing blocks they've created for others to use on [Block Party](#).

Create faster, more engaging websites.

When it comes to development, Adobe's guiding principles are speed and performance—and Edge Delivery Services in Experience Manager Sites is no different. Because the platform can be easily integrated into your existing operations, you can quickly start creating and delivering webpages and full sites optimized for conversion and healthy Core Web Vitals.

With only front-end developer skills required, you also don't have to hire additional full-stack developers to support the platform. Instead, developers can use the same JavaScript and CSS code to build and maintain your pages, while marketers are empowered to author content in the tools they already use. From there, you can expand the platform as needed. Experience Manager Sites has the full UI extensibility to add features and digital properties as your business grows.

It's time to uplevel your CMS. [Explore how to get started with Adobe Experience Manager Sites, including guidelines and best practices specific to Edge Delivery Services.](#)



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