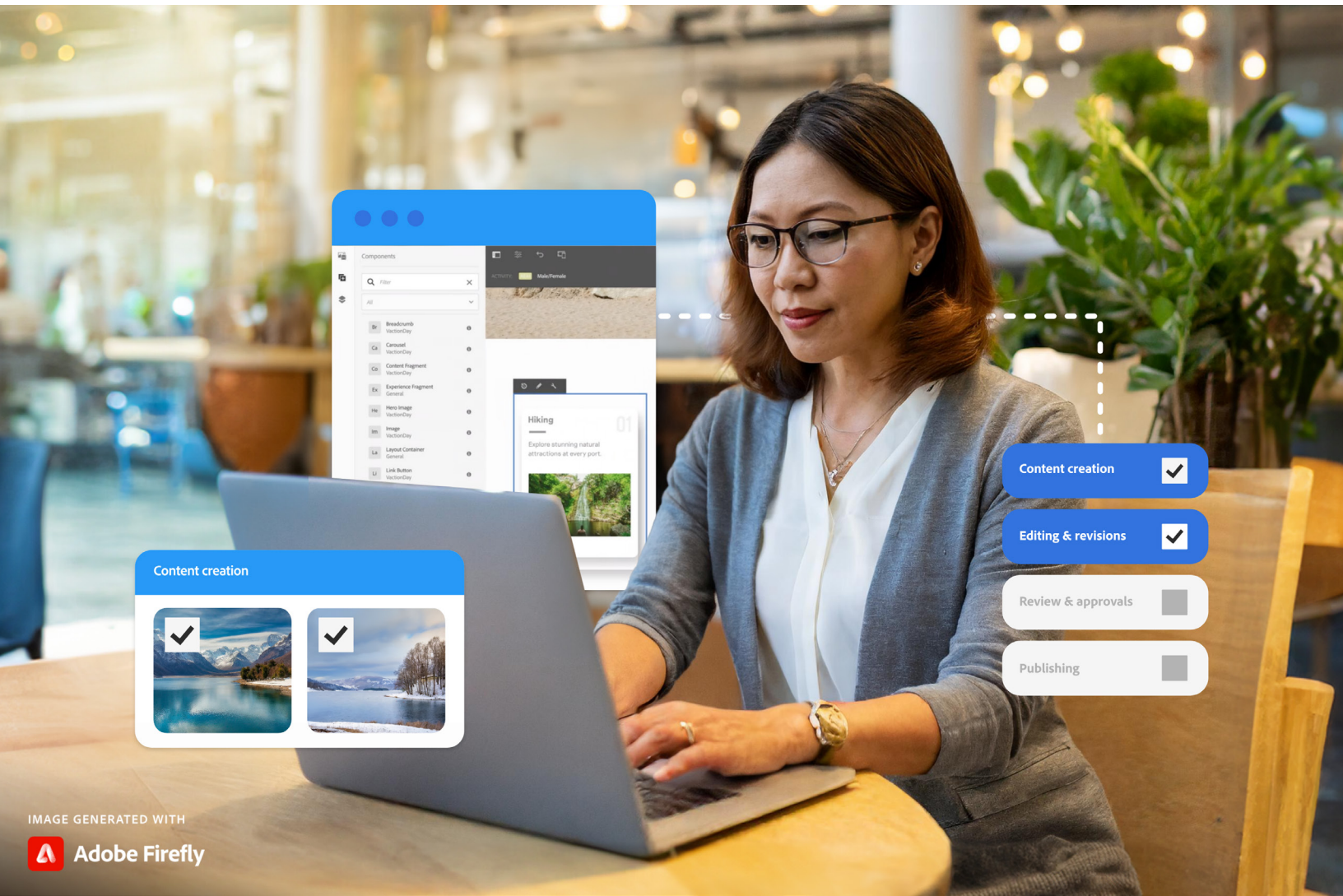QUICK GUIDE

Learn more about workflows and governance in Adobe Experience Manager Sites.

How to unlock creative freedom without sacrificing consistency.

Running enterprise websites comes with unique operational challenges. Publishing and managing content at that scale can be overwhelming and slow without the right technology. For example, when changes to a site are ready for publishing, they may sit in a backlog because there are no automated reviews, approvals, or activations in your content management system (CMS).

The platforms behind these sites need smooth workflows and content governance to enable hundreds of individuals to create, manage, and publish thousands to millions of pages, and keep the massive content base compliant with brand guidelines, local laws, and security regulations.

Adobe Experience Manager Sites is the industry-leading CMS that helps marketing and IT teams create, manage, and deliver the right content to any digital property at lightning speed. It helps power some of the largest enterprise sites in the world—from Adobe's own sites to IBM, Cisco, and Dick's Sporting Goods. These sites contain properties in multiple languages, in numerous countries, and across many channels.

In this guide we'll explain:

1. What content management workflows are and how to automate them

2. What content governance is and why it matters

3. How workflows and governance in Experience Manager Sites speed up the publishing process

What are content management workflows?

Content management workflows in a CMS are a predefined series of steps that pages and assets must go through before publishing. The purpose of these workflows is to streamline the content creation and management process to ensure everything is high quality, compliant, and aligned with business goals. For example, you might use automated workflows to kick off your initial content reviews, stage content for preview, ensure proper brand formatting and styling, secure stakeholder approval, and finally, schedule publishing.

The right CMS will allow you to define and create automated steps that guide you through the following processes:

1. Creation
How do authors create their content and upload it in the CMS?

2. Review
Who on your team needs to review content before it goes live?

3. Approvals
Does content need to be approved by leadership or your legal team before publishing?

4. Editing and revisions
What are the processes for updating content?

5. Publishing
How does content get staged and published when it's ready to go live?

**6. Archiving and retirement**
What happens when content becomes outdated or needs to be removed?

How automated workflows facilitate seamless publishing.

If you work with a large team of content creators or are ramping up content production using generative AI, the scale can be daunting. You need guardrails in place, but you don't want to hinder your team in their efforts to do their best work. In Experience Manager Sites, you can automate [content workflows](#) to keep your content creation flowing efficiently.

Experience Manager Sites lets you break down the complex tasks of creation and publishing into specific actions, rules, and procedures based on roles. Automated workflows eliminate a lot of the unnecessary delays and communication issues that you might otherwise encounter.

Let's say a member of your marketing team assembles the copy and assets for a new page on your website. Once that content has been authored, Experience Manager Sites can automatically alert the proofreading team— via email or [Experience Manager Inbox](#)—that the copy is ready for approval while simultaneously informing the design and branding team of the updated content. After the page has been reviewed and all feedback has been addressed, automated workflows alert the legal team that new content is about to go live on the site and requires final review and approval. Once the content receives a final sign off, it can be automatically published.

Experience Manager Inbox
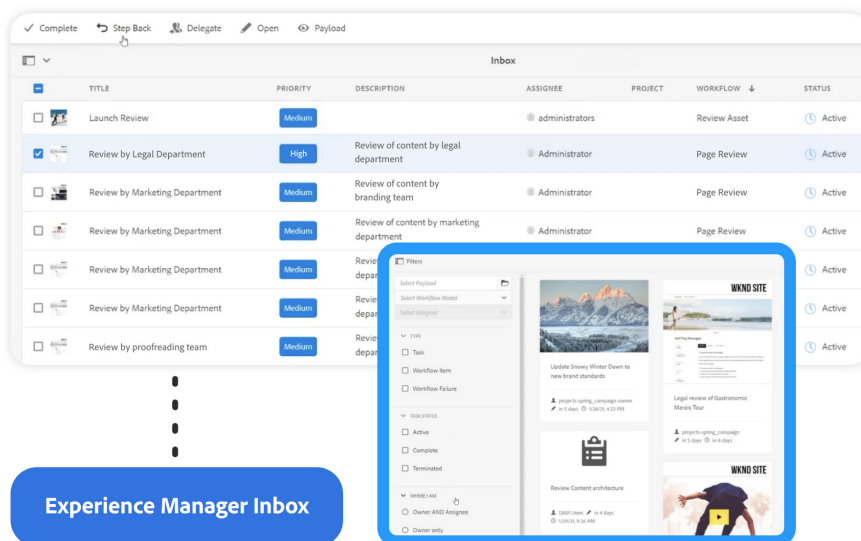
The Adobe Experience Manager Inbox is a customizable dashboard that compiles all tasks and workflows assigned to a specific user. It lets users keep track of projects, manage approvals, and check the status of each item in both list and calendar views.

Experience Manager Sites can automatically assign tasks to team members so content authors don't have to manually move content through the review process. This saves time, ensures that set procedures are followed, and keeps work from slipping past necessary approvals and deadlines.

Expand and connect workflows with extensive integrations in Experience Manager.

Experience Manager Sites is part of Adobe Experience Cloud, which means it is natively integrated with the full suite of Adobe solutions, including Adobe Experience Manager Assets, Adobe Analytics, Adobe Campaign, Adobe Target, and Adobe Commerce. Together, these tools provide a full suite of marketing capabilities from analytics and personalization to campaign management and more. You can use Adobe Experience Manager to manage large-scale marketing initiatives with all your workflows in one place.

Let's say you have a lead-intake form on your Experience Manager website that captures the visitor's name, email, company, interest, and other information. Workflows can orchestrate pushing the lead information into your CRM solution, kicking off a nurture campaign in your campaign management solution, and creating a task for a sales team member to follow up with the prospect. These automations help remove the need for manual tasks, minimize the possibility of human error, and ensure your data is accurate.

Experience Manager Sites is also highly extensible, allowing developers to customize and extend the platform's capabilities through its API-first approach, supporting both custom-built and third-party integrations. With the Experience Manager API, developers can easily import and publish content to external systems—and in various formats including HTML, JSON, and XML using the content rewriter framework.

What is content governance?

Content governance is the rules and guidance to manage the content lifecycle and ensure content remains up to date and aligns with your strategies, brand guidelines, and legal or regulatory requirements. Another part of governance is clearly communicating these requirements and assigning ownership of each step of the validation process to the correct parties within your organization.

Governance in the context of your CMS considers the following:

Content strategy
Does this content align with your business and campaign strategy?

Roles and permissions
Which users or groups have the authority to edit this content?

Standards and guidelines
Does this content align with your brand and legal requirements?

Workflow processes
Has this content received the necessary approval for publishing?

Content lifecycle management
Is this content still current or does it need to be updated or archived?

Data security and privacy
Is this content in compliance with data protection laws and regulations where you operate, and does it protect user data and privacy?

Technology and infrastructure management
Does this content or platform align with your technology needs?

Why content governance matters.

The main goal of content governance is to guarantee the content published on your website is high quality and compliant. Governance ensures your content is clear, aligned with your brand's tone, inclusive, accurate, and consistent.

Another benefit of proper content governance is that it improves customer experiences. If your content feels disjointed, customers may leave your site to find an alternative source for what they're looking for. Creating a polished, professional website at all levels means keeping all your content across web properties and apps consistent with your brand guidelines, so customers can easily recognize your brand.

Without these checks, you put your organization at risk. If you allow outdated, inaccurate, or inconsistent content to remain on your site, it could harm your brand, confuse customers, and bring on potential legal risks.

CUSTOMER SPOTLIGHT

Learn how integrated workflows allow Kyndryl to host, translate, and maintain web properties in 41 countries and in 25 languages—while maintaining a consistent brand experience.

kyndryl™

Governance features in Experience Manager Sites speed up publishing while ensuring compliance.

Experience Manager Sites empowers your creative teams while still maintaining one cohesive look and feel across all the web properties you manage. When roles are clearly defined throughout the publishing process, approvals move more quickly. Creatives can upload their work, receive feedback and signoffs right away, and then publish in a matter of hours, not days or weeks.

Another benefit of using Experience Manager Sites is the ability to [manage permissions](#) at a very granular level. Permission management for small sites can be handled mostly by differentiating between admins, editors, and contributors. However, for larger enterprise sites, permissions often need to be assigned at the page level or even at the asset level.

Experience Manager Sites comes with an access control and permission system allowing you to control who has access to see or edit what, while still giving individuals and teams the appropriate permissions to create powerful personalized experiences at the enterprise level. For example, you can allow your regional teams to edit and update content specifically for that region while still having governance over templates and branding. The platform provides access and audit logs so you can easily see the changes users have made, including what they were and who made them, for auditing or version tracking purposes.

For instance, you can give your mobile product and development teams access to the shared content for your mobile application without giving them control of your main website. Or let your creative agency personalize a single landing page without giving them broader access to the entire website and asset library. With this level of granular access control, your teams can deliver personalized content without sacrificing critical governance.

> " Scalability is critical for us. Experience Manager makes it possible for us to scale content creation and onboard our four divisions and local editing teams to keep up with expanding site content while maintaining branding control. Today we manage **55+ million pages** across **65 websites** in more than **30 languages** from a single location.
>
> **Lisa Ingemann Simonsen**
> Global Web Platforms Senior Manager
> Grundfos
>
> Source: [Adobe](#)

Automated workflows and content governance are simple with Experience Manager Sites.

Experience Manager Sites can help you effortlessly manage all your enterprise-scale digital properties across multiple regions, in different languages, and on separate platforms—all in one place. The content management system's workflow engine and content governance help your team handle the complex approvals, content scheduling, and publishing processes required to deliver the kind of user experiences customers expect wherever they are.

[Explore more resources](#) to learn how Adobe Experience Manager Sites can help bring your content to life at lightning speed across all your digital properties.