

adaptTo()

EUROPE'S LEADING AEM DEVELOPER CONFERENCE

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Getting started with Edge Delivery Services

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AEM Sites

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1. Intro into Edge Delivery Services in AEM
2. Document-based authoring
3. How-to structure your content
4. Build fast experiences

Intro into Edge Delivery Services

The evolving AEM Sites



Existing Customer Web Infrastructure
(CDN, DNS, etc.)

Experience
Composition
Service

Content Hub



Edge
Delivery
Services

AEM Authoring

3rd Party

Existing Customer Authoring & Code repositories



Document-
based
Authoring

Key Benefits & Capabilities

Experiences, with impact



Boost traffic and conversions

Fast forward content velocity



Zero onboarding for all

Compose with ease



Go live in weeks, not months

Operations: Let Adobe take care of it

Document-based authoring

Fast-forward content velocity



Marketing Copy

Product Details

Landing Pages

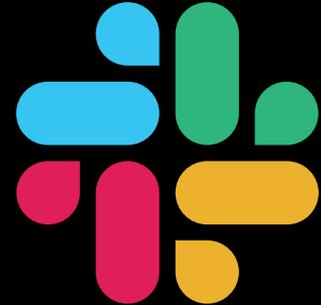
Blog Posts



Page Lists

Bulk Metadata

Redirects



Authoring questions

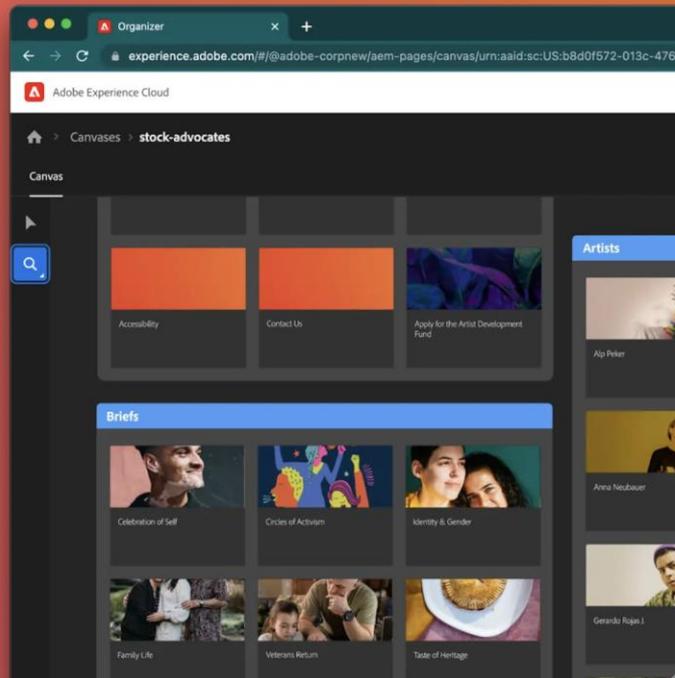
Developer questions

What is AEM Franklin?

Faster. Better. Period.

AEM Franklin is the fastest way to **launch** new sites and deliver the **fastest pages** on the web, as a bonus it is also the most intuitive and fastest way to **create and publish** content.

Seriously? Yes.



←

SUMMARY +

OUTLINE

Faster. Better. Period.

But how fast?

- Launch faster
- Fastest Pages on the Web
- Faster Publishing
- It's about time to lose patien...
- Don't make your business w...
- Stop wasting developer time...

AEM Franklin in the wild

Franklin Benefits

How it works

Create content in Microsoft ...

Columns (bleed)

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Section Metadata

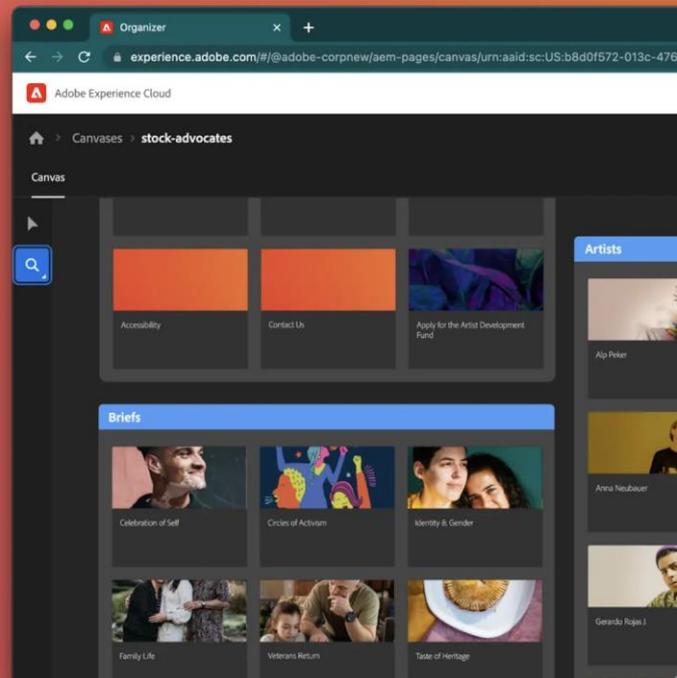
Style	highlight
-------	-----------

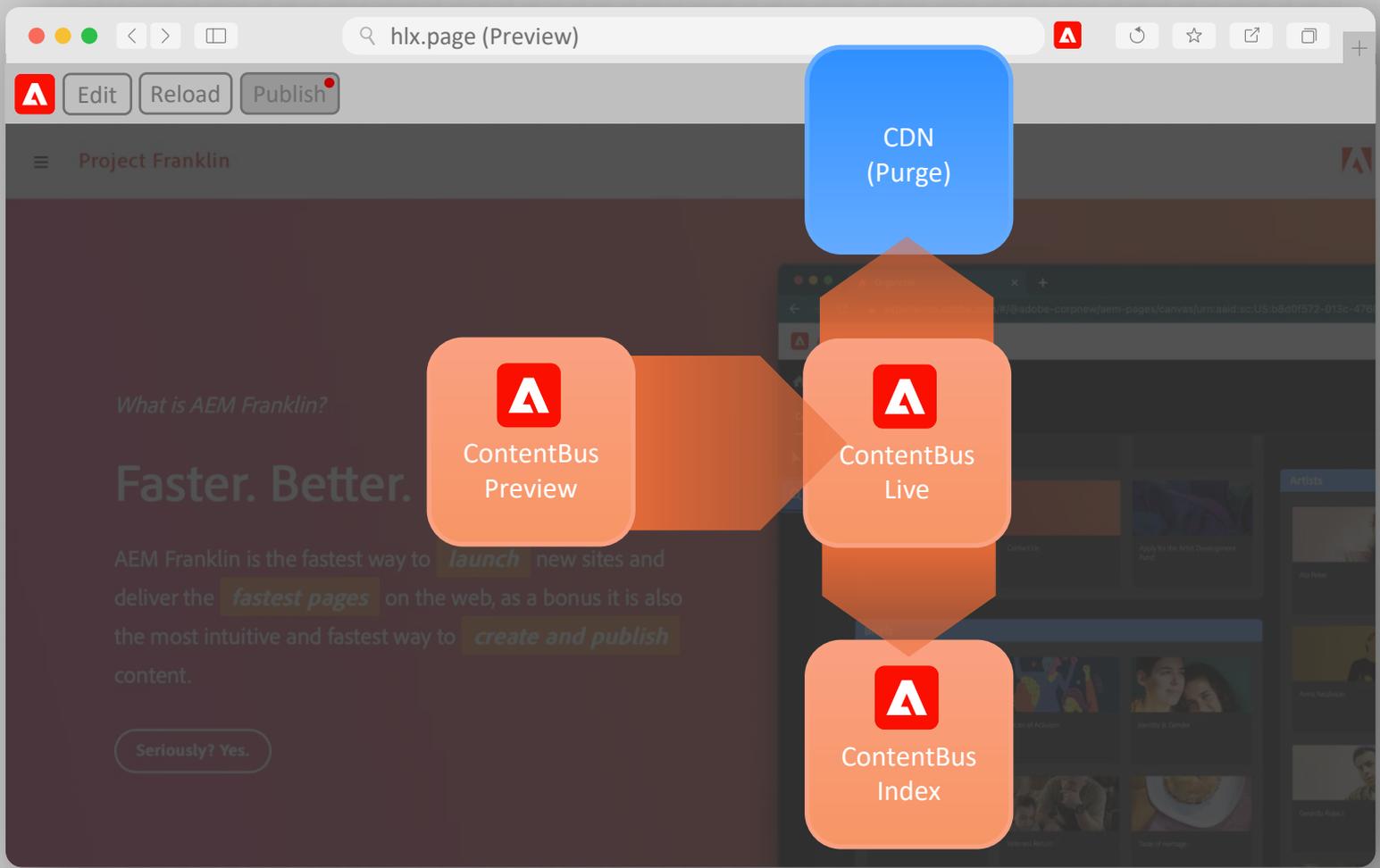
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hlx.page (Preview)

Edit Reload Publish

Project Franklin

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CDN (Purge)

ContentBus Preview

ContentBus Live

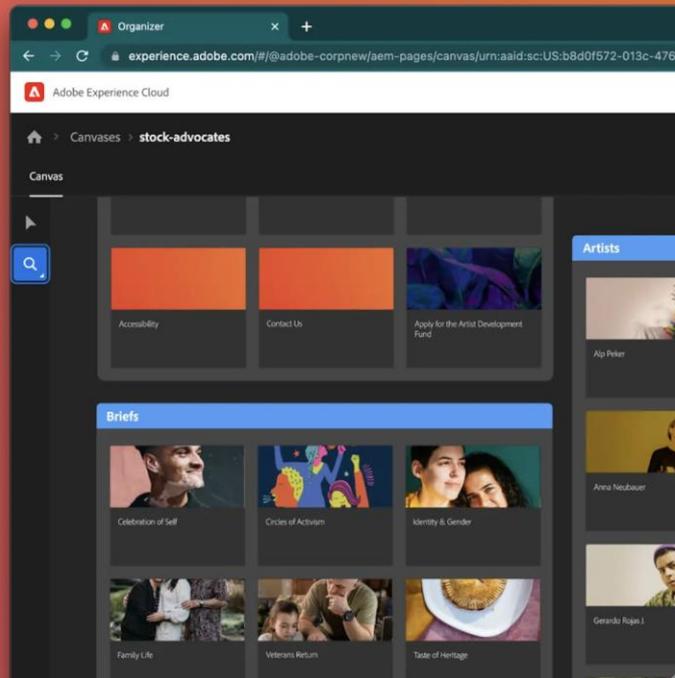
ContentBus Index

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How-to structure your content

Website URL follows folders structure in SharePoint / GDrive repository



index.docx

<https://example.com/>



about.docx

<https://example.com/about>



recipes

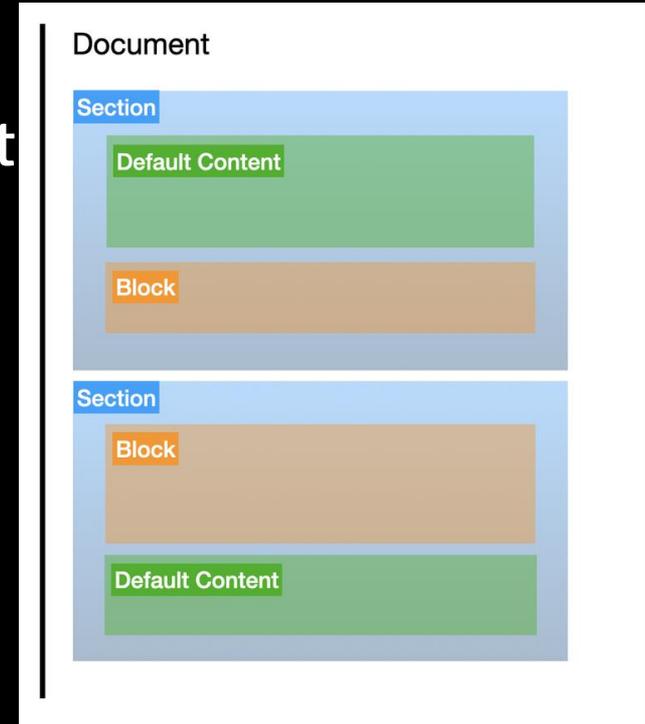
<https://example.com/recipes/risotto>



risotto.docx

Additional redirect URLs via sheet

- Authors first
- Work with Sections and Default Content
- Only introduce Blocks where necessary
- Sections group certain elements of a page together
- Section can hold multiple default content areas & blocks



- Simplicity first – only use blocks when needed
- Keep blocks simple and easy to understand for the authors
- Blocks can have extra information, called “block options” in brackets
- Blocks cannot be nested
- Blocks can but compared to components in AEM world, but are more lightweight (JS & CSS only)

Reference: <https://main--helix-project-boilerplate--adobe.hlx.live/>

Columns block



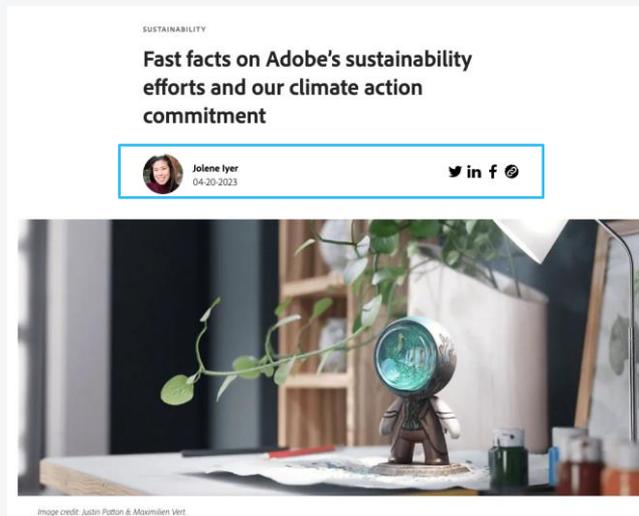
Columns block with options



Auto Blocking

- Authors should focus on content creation not worry about structure
- Can focus on tools they are used to Word document editing
- Main use-cases can be automatically blocked
 - Hero content
 - Sidebar content like social links
 - Multiple tabs based on content sections

Blog post with profile and social links “auto blocked”



Auto Blocking

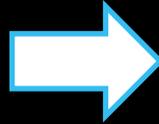
Auto Blocking the hero



Western Australia by Camper Van

BY SOFIA SJÖBERG

A vibrant red, dusty highway stretches out before us into what seems like infinity, at the far reach of our sights it distorts and shimmers from the afternoon heat, fading into the blue of the horizon. For the past hour the image has stayed roughly the same, apart from the occasional road train flying by, its fifty meters of steel and rubber promptly asking us to give way before disappearing in our rear view mirrors. The fuel gauge of our rented Toyota Hiace is well below one third, and we can't seem to remember how far the next gas station is... Welcome to West Australia!



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2 types of metadata:

Page metadata > [Metadata](#)

- Mapped to well-known metadata tags like og:title, og:image, keywords or custom meta tags
- Can be set on each document using the [Metadata](#) block or globally using the [metadata](#) spreadsheet

Section metadata > [Section Metadata](#)

- Mapped to section data-attributes and class names
- Use-use: section specific styles, backgrounds etc.

Templates and Themes

Template and Theme are special page metadata fields

Translated into body classes automatically

Template metadata and auto-blocking work nicely together

Usage:

Theme: used for different styling

Template: used for different document semantics and structure

Metadata	
Title	Homepage
Description	...
Theme	homepage

Fragments

- Fragment = shared content managed in a central location used shared across multiple pages
- Every document can be delivered as a page or fragment
- Embed into a page using block or auto blocking
- Comparable to AEM Experience Fragments

Embed using a fragment block

Fragment

This page includes a fragment from [here](#) below.

Fragment

<https://main--helix-block-collection--adobe.hlx.page/block-collection/fragment-include>

Flexible auto embed fragments

Columns

Focus on your life, not your health insurance.

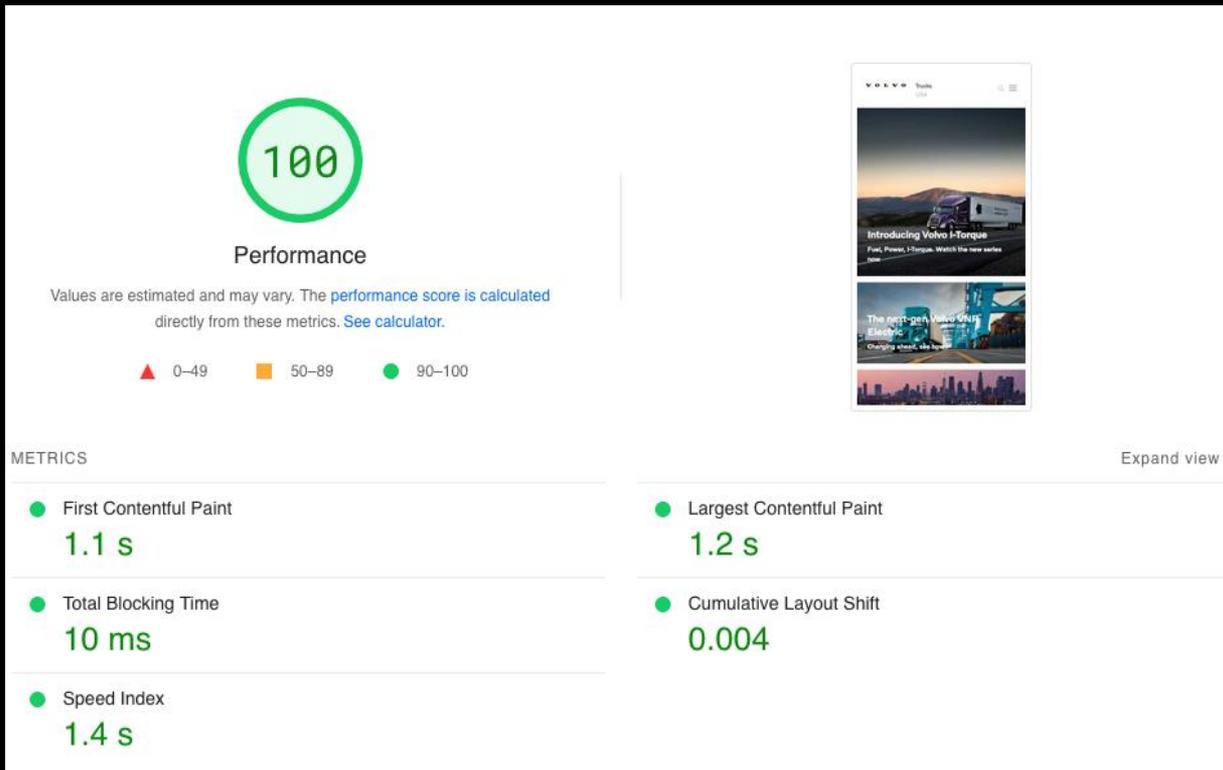
Clear costs in advance for every service. No deductibles and no coinsurance. A plan designed to be easier to use and easier on your wallet. Watch the video for an explanation of how the Surest plan works.

<https://main--uhg-surest--hlxsites.hlx.page/fragments/homepage-video>



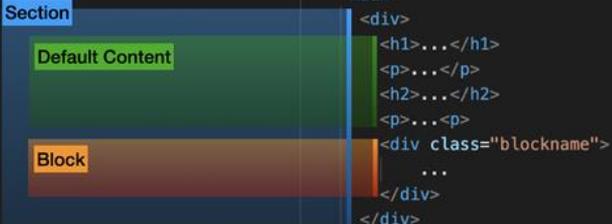
Build fast experiences

Google page speed insights



DOM vs. Markup – step 1

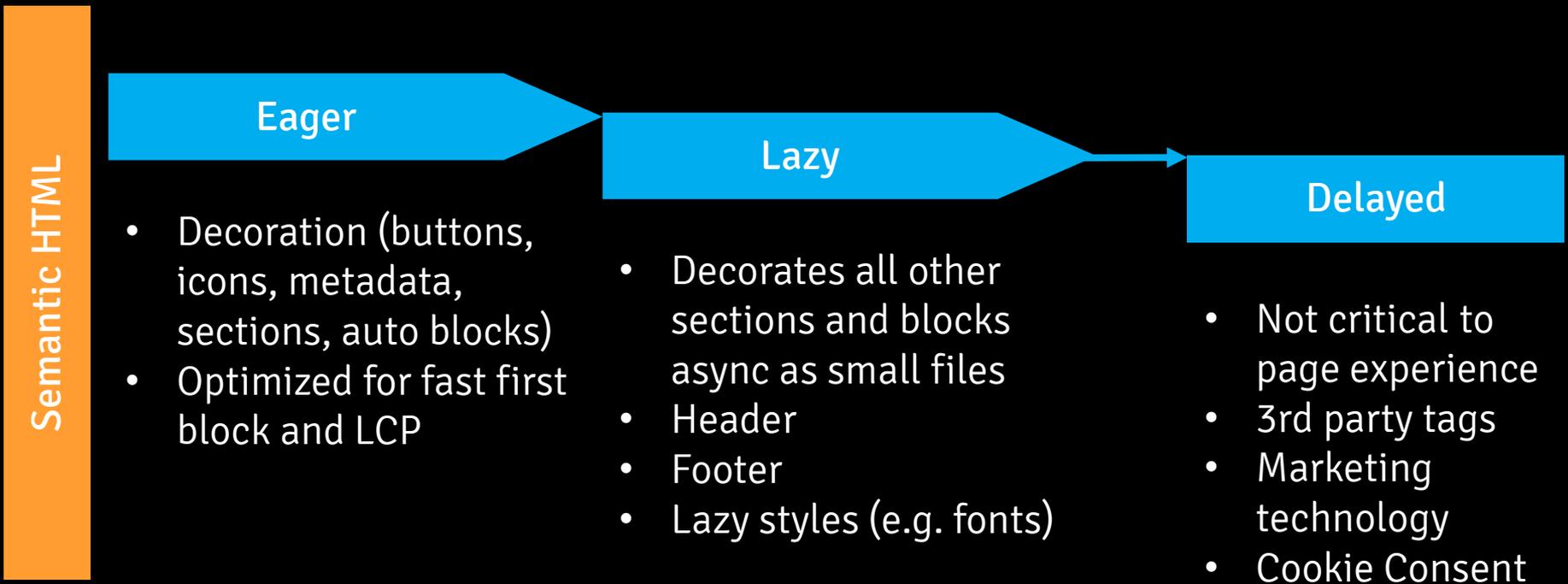
```
<!DOCTYPE html>
<html>
  <head>
    <title>...</title>
    ...
    <script src="/scripts/scripts.js" ...></script>
    <link rel="stylesheet" href="/styles/styles.css">
  </head>
  <body>
    <header></header>
    <main>
      <div>
        <h1>...</h1>
        <p>...</p>
        <h2>...</h2>
        <p>...</p>
        <div class="blockname">
          ...
        </div>
      </div>
    </main>
    <footer></footer>
  </body>
</html>
```



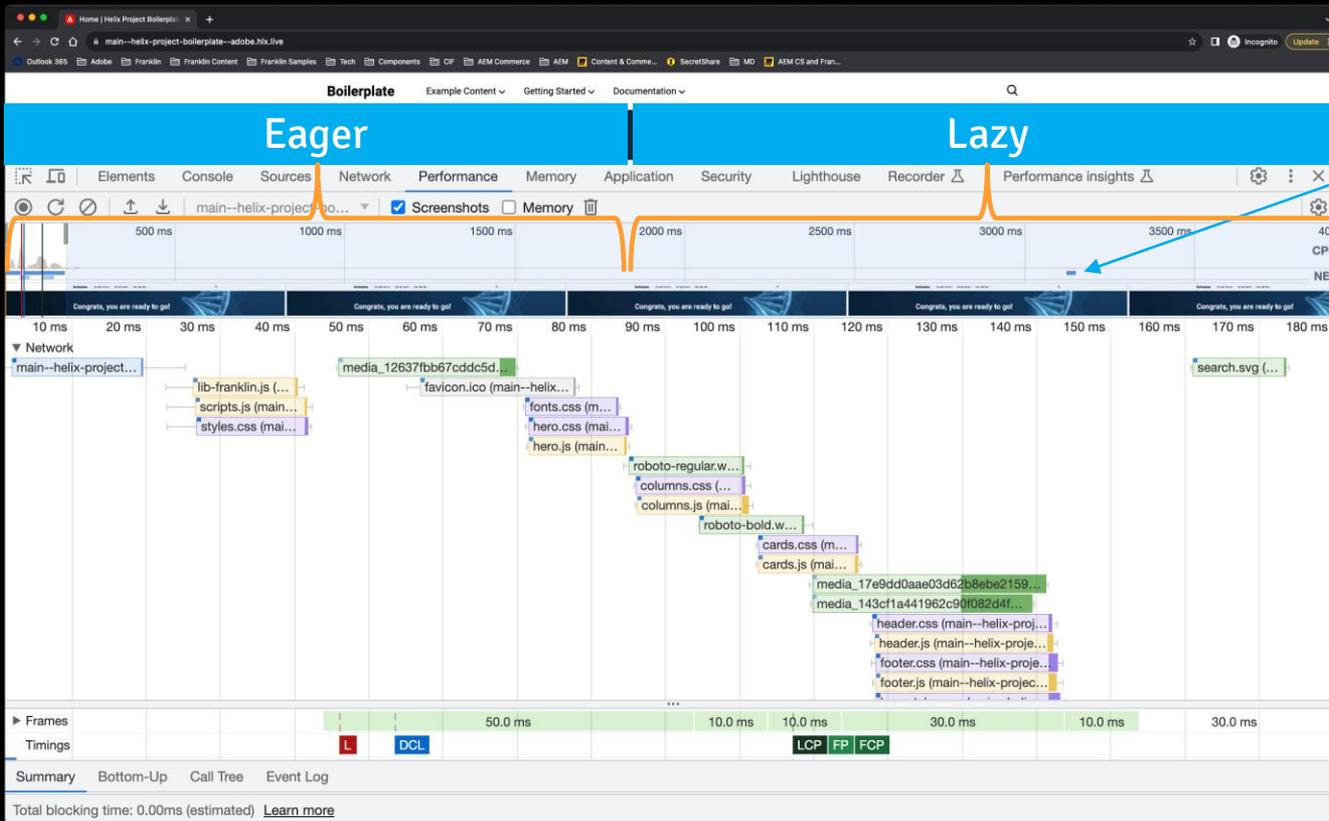
Edge Delivery Services pipeline creates markup

- Sections > top level `<div>`
- Default content > always side a `<div>`
- Blocks > `<div>`'s attributed with block class name

DOM vs. Markup – step 2 – E-L-D



Real project



Delayed

How to get there?

1

Development

Develop with the editor
of your choice

Use local CLI to test

2

Test & Preview

Push to GitHub branch

3

Production Ready?

Merge the GitHub PR

- Edge Delivery Services provides a new modern delivery for AEM customers
- Delivery and content sources are independent
- You can use document-based authoring or AEM authoring
- Fast project delivery, fast sites, happy developers

References / Useful Links

- Go to documentation <https://www.hlx.live/docs/>
- Real projects for inspiration <https://github.com/hlxsites>
- Tutorial to get started <https://www.hlx.live/developer/tutorial>
- Starter project template <https://github.com/adobe/helix-project-boilerplate>

Thank you.



AEM Discord community

<https://discord.gg/SznTABuY8d>

