

Adobe Experience Manager (AEM) – Glossary of Terms

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Asset

An **asset** is a file you upload to the website, such as an image, PDF, Word document, or video. Assets are stored in one place so they can be reused on multiple pages without uploading them again.

Example: A chapter logo or event flyer uploaded once and used on several pages.

Authoring Environment

The **authoring environment** is where you log in to create and edit content. Changes are not visible to the public until the page is published.

Component

A **component** is a pre-built content block that you add to a page to display information. Components control how content looks and behaves.

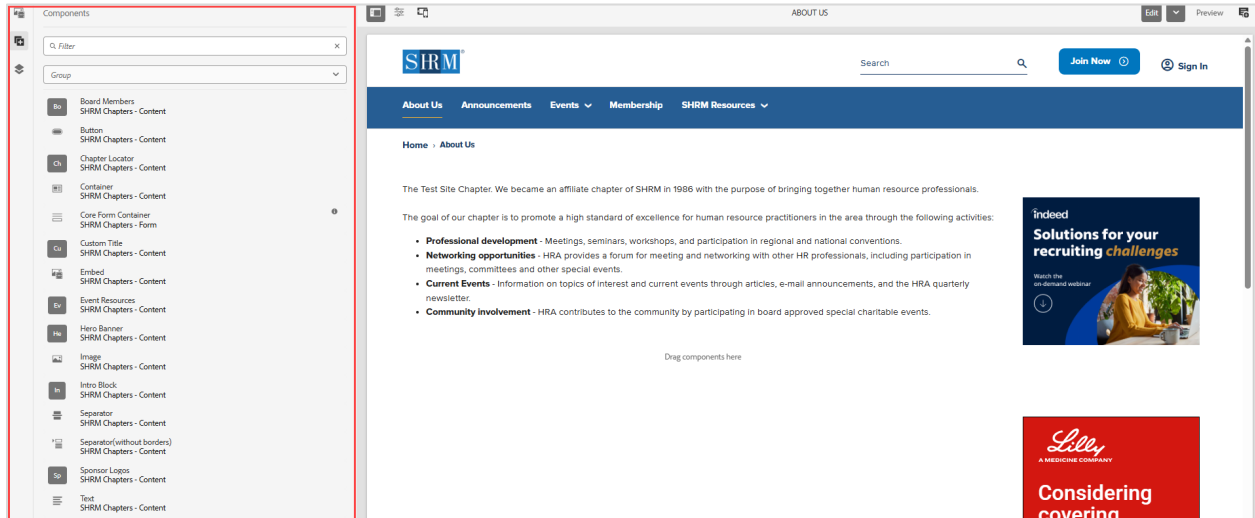
Available components include:

- Board Members
- Button
- Chapter Locator
- Container
- Core Form Container
- Custom Title
- Embed
- Hero Banner
- Image
- Intro Block
- Separator
- Separator (without borders)
- Sponsor Logos
- Text

You add components to a page and then fill them with your content.

Component Library (or Side Panel)

This is the area in AEM where you find components, assets, and tools to build your page.



DAM (Digital Asset Manager)

The **DAM** is the library where all assets live. It helps you organize, find, and reuse files across your website.

Think of the DAM as a shared filing cabinet for images and documents.

Page

A **page** is a single screen of content on your website, such as a homepage, event page, or resource page. Pages are built using templates and components.

Page Properties

Page properties are the behind-the-scenes settings for a page. They help control how the page behaves and how it appears in search results and social media.

Page properties often include:

- Page title
- Description
- SEO settings
- Publish dates

SEO (Search Engine Optimization)

SEO refers to settings and content that help your page show up in search engines like Google. In AEM, SEO usually involves adding a clear page title and description in the page properties. Good SEO helps users find your content more easily.

Template

A **template** defines the structure of a page. It controls:

- Which components are available
- Where content can be placed
- The overall layout of the page

Templates help keep the website consistent and ensure pages follow branding and design standards.

Publish

To **publish** a page or asset means to make it live on the public website. Until something is published, only logged-in users can see it.

Unpublish

To **unpublish** means to remove a page or asset from the live site without deleting it.

Navigation

Navigation refers to menus and links that help users move through the website. In AEM, navigation is often controlled by page structure and page properties rather than manual links.

