Create Web Experiences Using Adobe Experience Manager v6.x

1. **Exploring Adobe Experience Manager Touch UI**
   1. List the key elements of Touch UI
   2. Explain different Touch UI consoles
   3. List the key interface elements of a page

2. **Using Basic Authoring Features**
   1. Define key terminology used in Adobe Experience Manager
   2. Create and edit pages
   3. Create, edit, and preview responsive pages
   4. View and edit bulk page properties
   5. Create and upload assets
   6. View and edit asset properties
   7. Perform various operations on pages to reorganize the site structure
   8. Create page versions
   9. Add tags to pages
   10. Search for pages and save the searches
   11. Add annotations to pages
   12. Lock and unlock pages
   13. Use a workflow to automate business processes
   14. Publish and unpublish pages

3. **Using Advanced Authoring Features**
   1. Define workflow objects
   2. Explore the Workflow console
   3. Create, edit, and use a workflow model
   4. Create, edit, and promote launches
   5. Create and promote nested launches
   6. Explore the Projects console
   7. Explain the Projects life cycle
   8. Create and add members to a project
   9. Assign a workflow to a project
   10. Explore the Tagging console
   11. Create namespaces and tags
   12. Add tag cloud to pages

4. <u>Creating Personalized and Targeted Content</u>
1. Define the tools used in personalization and content targeting
2. Explore the Personalization console
3. Create a brand and a related activity
4. Explore user profiles in ContextHub
5. Create and map experiences with audiences
6. Create and simulate the targeted content
7. Define landing pages
8. List the benefits of using landing pages
9. Create an importer page
10. Import the design package on to a page