



HCL Digital Experience

# HDX-BU-100

## Web Content - Content Composer Lab

HCLSoftware U

Creating a new generation of experts

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## Introduction

This hands-on lab gets you started on the HCL Digital Experience (DX) platform and its Web Content - Content Composer (CC) capabilities. You will experience how quick and easy it is to work with content in DX today.

In this DX back-office user lab, you play the role of a Marketing Rep, Sara, with the fictitious Woodburn Studio company.



**Sara Botello**, Marketing Rep, based in Madrid (Spain)

You will need to promote HCL Digital Experience with dedicated promotion content that you can use anywhere in your company. Therefore, you will use the HCL Digital Experience Content Composer to create a new **Promotions Content Template** and then use this template to create new **DX Promotion Content**. In this content, you will use assets from the HCL Digital Experience Digital Asset Manager.



## Prerequisites

1. Completion of [HDX-INTRO](#) course, including the optional labs
2. Completion of the [HDX-BU-100 Digital Asset Management Lab](#), as you will reuse some of its uploaded assets
3. Have a running DX instance, ideally on CF222 or newer. You may use the DX Solution Modules in HCL SoFy (<https://hclsofy.com/catalog/dx-solution-modules>)
4. Access to the downloaded the Lab Resources. In the same place where you have found this lab, you will find corresponding resources which you may download and unzip in your Desktop. This helps you to run the lab more easily, and you may later replace it by your own ones.

You will be using the following user IDs and passwords:

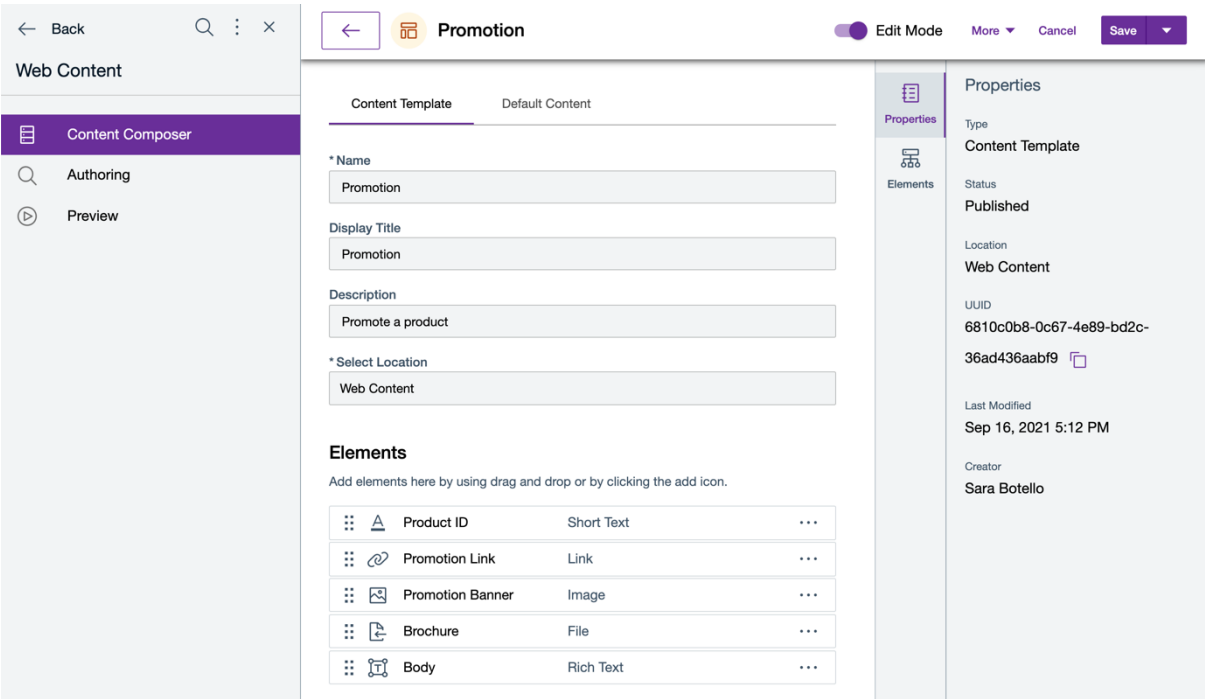
Purpose	User	Password
SoFy Login	Your official email id	Your password
DX Login (Marketing Rep Sara Botello)	sbotello	HCL-Dem0

## Lab Overview

In this lab, you will explore the Web Content - Content Composer for different use cases of the Woodburn Studio site, such as creating a new Content Template and corresponding Content to promote the Digital Experience platform. There are two parts in this lab, shortly introduced now.

### Part 1: Create a DX promotions Content Template

In order to promote HCL Digital Experience, you will first create a new Promotion Content Template with this list of elements: Product ID (Short Text), Promotion Link (Link), Promotion Banner (Image), Brochure (File, in PDF format and limited to 10Mb) and Body (Rich Text). This is how your new Promotion Content Template will look like:



Part 2: Create and use a DX promotions Content

In this part, you will use your new Content Template to create your first DX Promotion content. You'll use an image from the Digital Asset Management for the Promotion Banner Image and some Microsoft Word content to produce the Body Rich Text part. Your **DX Promotion** content will look like this:

←

DX Promotion

● Edit Mode

● Published

More

Cancel

Save

Web Content/Articles

\* Name

DX Promotion

Display Title

DX Promotion

Description

HCL Digital Experience Promotion

\* Select Content Template

Web Content / Promotion

\* Select Site Area

Web Content / Articles

Elements

\* Product ID ( Short Text )

DX003

Use the first two characters for the product code and the last three for the number

Promotion Link ( Link )

External URL

https://www.hcltechsw.com/dx

Display link as

Text

Text to display ⓘ

HCL Digital Experience Home Page

Promotion Banner ( Image )

HCL DAM


Source

Renditions

Desktop

Tablet

Smartphone



DX Banner.png

Select to replace image

Drag and drop is not available  
The image will be used for desktop, tablet, and smartphone if there are no renditions uploaded.

Brochure ( File )

HCL DAM

PDF

HCL DX Brochure.pdf

Select to replace file

Drag and drop is not available

Body ( Rich Text )

Normal

Font

Size

A

B

I

U

S

X

Source

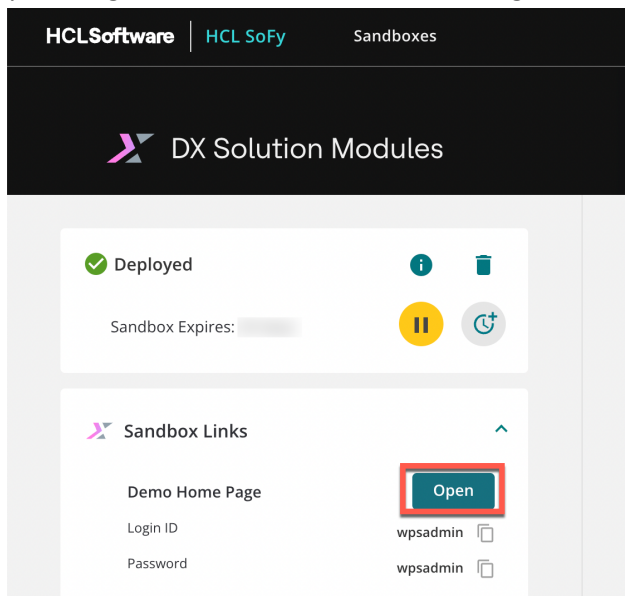
## HCL Digital Experience

HCL Digital Experience is a highly customizable platform that allows you to adapt your digital experience platform to the unique needs of your

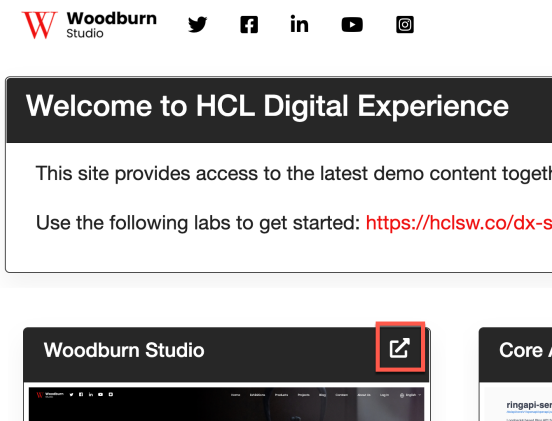
## Part 1: Create a new Content Template for promoting content

In order to promote HCL Digital Experience, you will first create a new Promotion Content Template with this list of elements: Product ID (Short Text), Promotion Link (Link), Promotion Banner (Image), Brochure (File, in PDF format and limited to 10Mb) and Body (Rich Text).

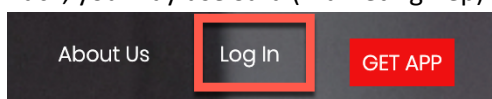
1. Access the Home Page of your HCL DX deployment. If you used HCL Solution Factory (SoFy), you can get the link of the Demo Home Page from DX Solution Modules. Click **Open**.



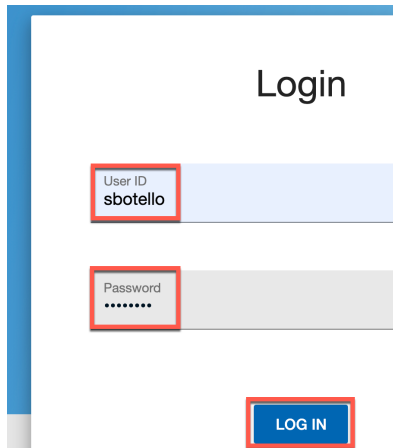
2. This brings you to the Demo Home Page where you can access the Woodburn Studio site:



3. If you have a different deployment, use the Home Page of that directly. With the DX Demo Pack, you may use Sara (Marketing Rep) again to work on the digital assets. Click on **Log in**:

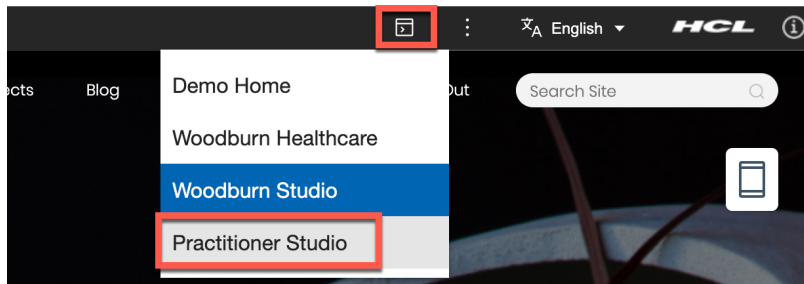


4. Use the below credentials of Sara Botello and click on **Login**:  
**User ID: sbotello (or your admin account, e.g. wpsadmin)**  
**Password: HCL-Dem0 (or of your admin account, e.g. wpsadmin)**

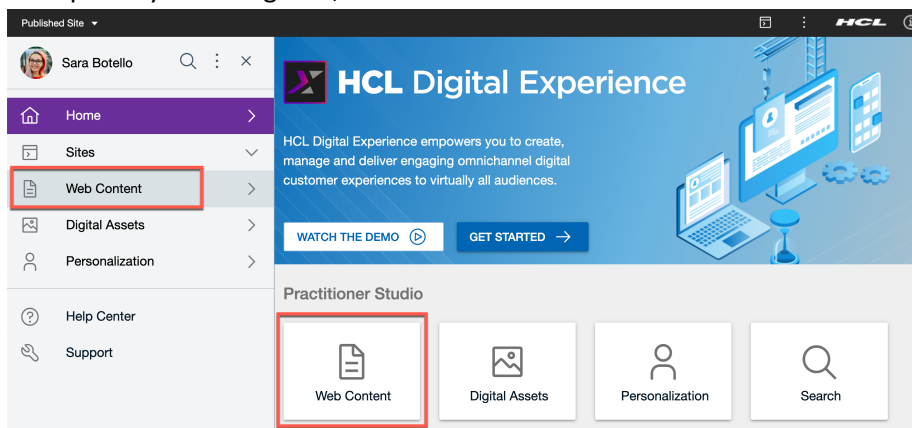


A screenshot of the login page. The title 'Login' is centered at the top. Below it, there are two input fields: 'User ID' with the value 'sbotello' and 'Password' with masked characters '\*\*\*\*\*'. Both fields are highlighted with red boxes. Below the password field is a blue 'LOG IN' button, also highlighted with a red box.

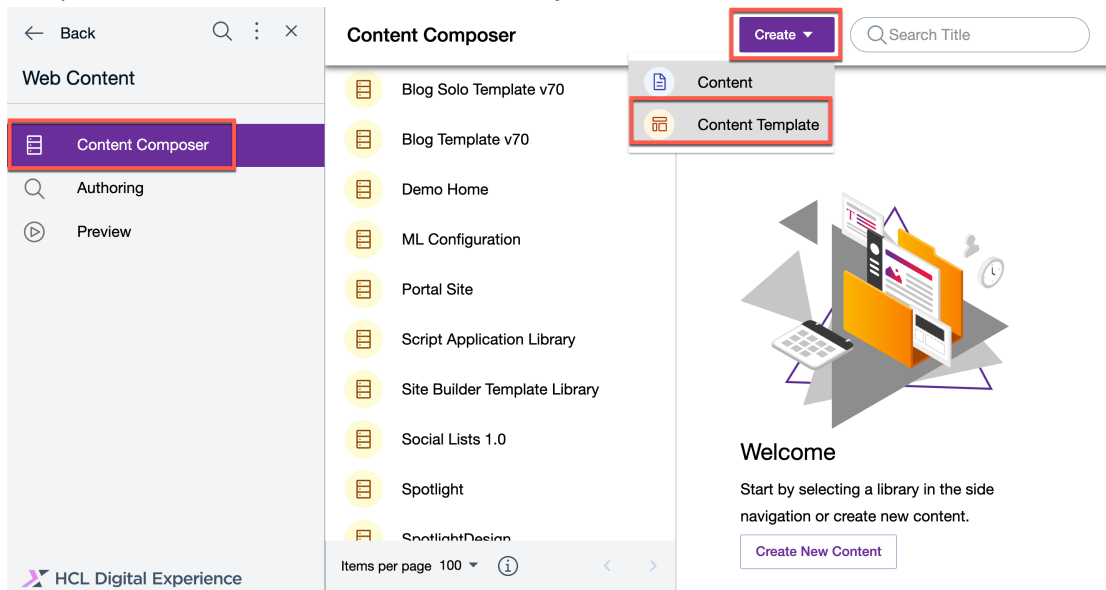
5. After login you will land on the Woodburn Studio home page as shown below. Click on the **Site Menu** icon and then **Practitioner Studio**:



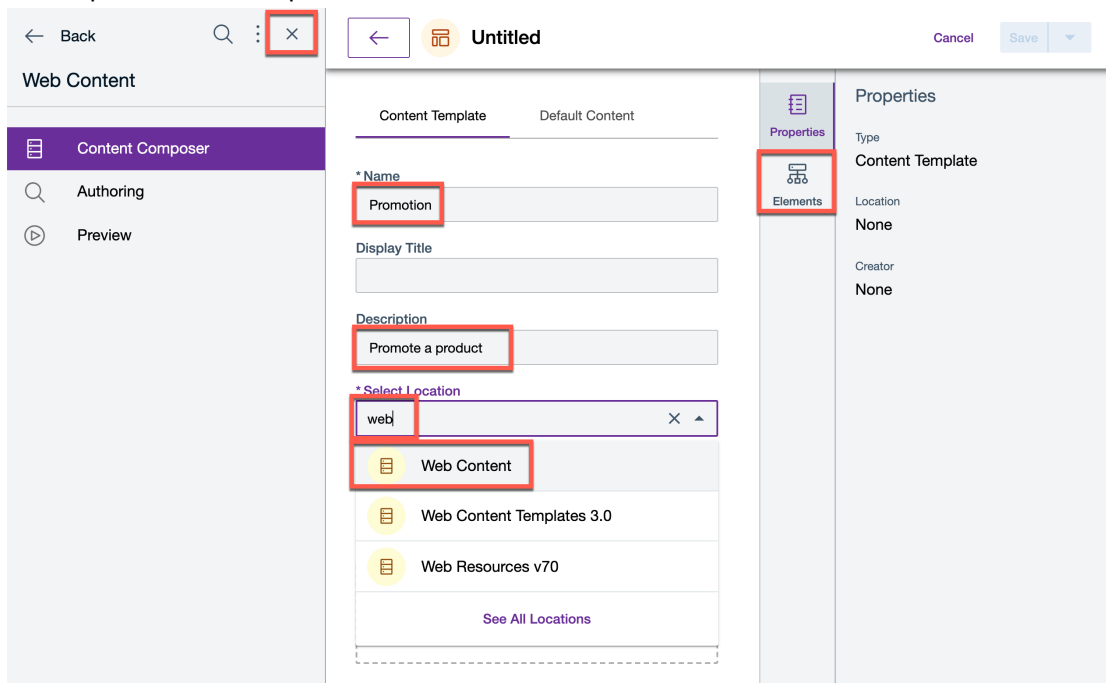
6. Sara has access to some of the Practitioner Studio tools. Now access Web Content. You have multiple ways of doing that, as shown.



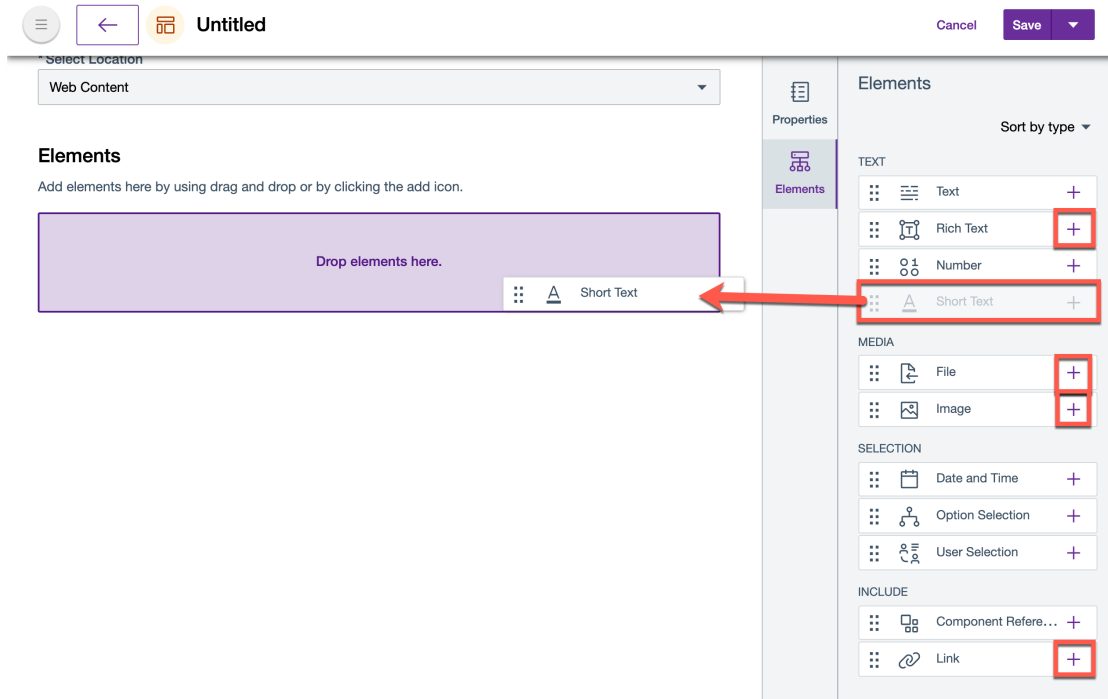
7. You will be taken to the **Content Composer**, under Web Content. You see several Web Content libraries, eg. Portal Site, where all the pages are stored and several design and content libraries for the Woodburn Studio site. Now you create your Promotions Content Template. Click **Create** and then **Content Template**.



8. Notice you cannot save the template yet, as there are missing required fields. Now enter the **Name**, 'Promotion', optionally enter the **Display Title** (and **Description**, type 'web' in the **Select Location** field and then select the **"Web Content"** library. Close the sidebar to have more space for the template and then click **Elements**.



9. You can see that there are many different kind of elements to build your Content Template on Text, Media, Selection and Include. Now, there are two ways to add the Elements to the Content Template, either by drag & drop to the Elements zone or using the +. From **Elements** tab, drag-and-drop the **Short Text** (for the Product ID) element to the shown “Drop elements here” area. Then add a **Link** (for Promotion Link), the **Image** (for Promotion Banner), **File** (for the Brochure) and **Rich Text** (Body description) elements, using the + sign next to it.



10. Notice you can easily open and close as well as change the order of the elements by drag & dropping them using the ⋮. Expand each of the elements and enter the name (its display title will automatically set to the name) and then close again.

### Elements

Add elements here by using drag and drop or by clicking the add icon.

The screenshot shows the configuration for the 'Short Text' element. The element is expanded, showing a 'Name' field with the value 'Product ID' and a 'Display title' field. A 'Close' button is visible at the bottom right. Below the configuration, there's a list of other elements: 'Promotion Link' (Link), 'Promotion Banner' (Image), 'Brochure' (File), and 'Body' (Rich Text). Each element has a '+' icon and a 'Close' button. The 'Short Text' element's '+' icon is circled in red.

11. Now you will set some validation rules and default settings. Scroll up and click **Default Content**.

The screenshot shows the 'Content Template' editor with the 'Default Content' tab selected. The 'Promotion' element is visible in the 'Elements' panel on the right. The 'Name' field is highlighted with a red box.

12. Click **Properties** of the name property field.

The screenshot shows the 'Manage Content' dialog with the 'Default Content' tab selected. The 'Name' field is highlighted with a red box, and the 'Properties' button next to it is also highlighted with a red box.

13. You can set the default content of this field, hide it, set the number of minimum and maximum characters and words, and provide a field help text to help your authors fill this out. This is also available for the Title and Description. Click **X** to keep this.

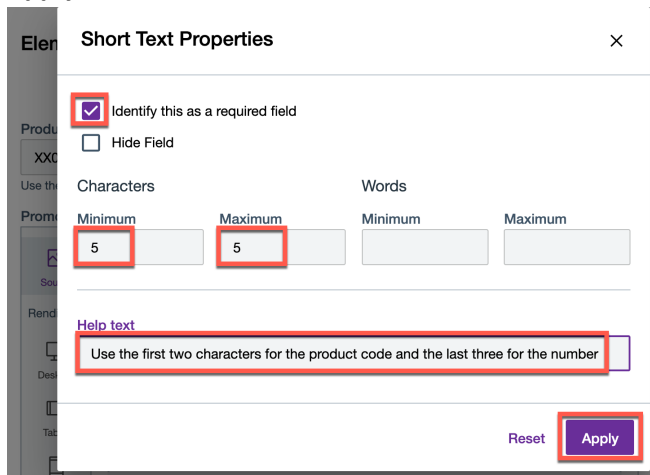
The screenshot shows the 'Name properties' dialog with the 'Hide field' checkbox checked. The 'Characters' and 'Words' sections have input fields for 'Minimum' and 'Maximum' values. The 'Help text' field is also visible. The 'X' button in the top right corner is highlighted with a red box.

14. Now update the Product ID element. You want to ensure the authors enter a specific 5 digit code with two characters of the product and then three numbers. Enter **XX000** in the Product ID and click **Properties**.

The screenshot shows the 'Product ID (Short Text)' field with the value 'XX000' entered. The 'Properties' button next to the field is highlighted with a red box.

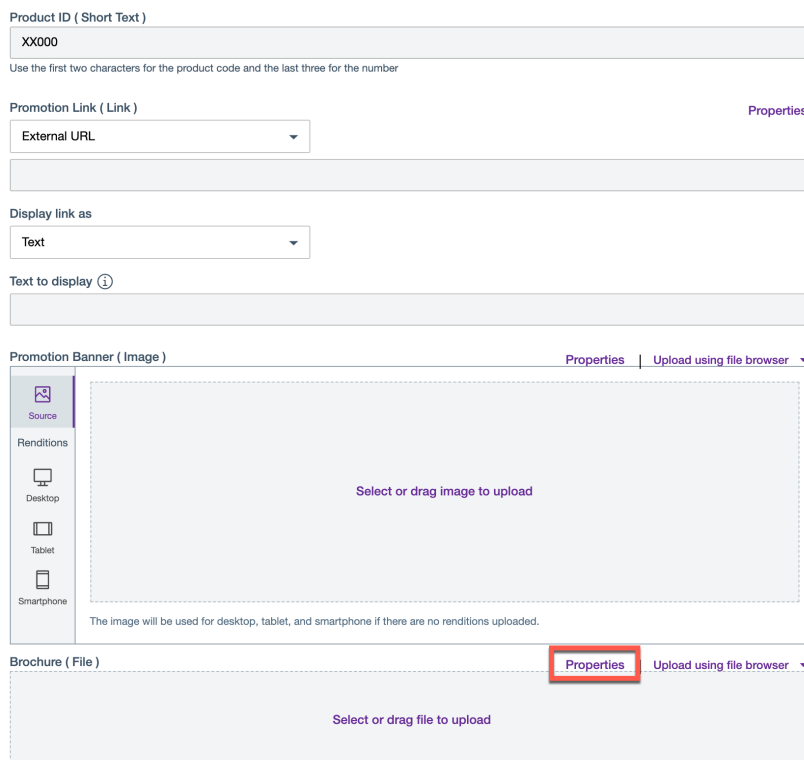


15. Then make it required, by checking **Identify this as a required field**. Set the minimum and maximum characters to 5 and add help text to explain its format to the author. E.g. with 'Use the first two characters for the product code and the last three for the number'. Then click **Apply**.



The image shows a 'Short Text Properties' dialog box. The 'Identify this as a required field' checkbox is checked. The 'Minimum' and 'Maximum' character counts are both set to 5. The 'Help text' field contains the text: 'Use the first two characters for the product code and the last three for the number'. The 'Apply' button is highlighted with a red box.

16. Notice your updated Product ID and the options for the Promotion link. Now you want to update your Brochure element and set it to use only PDF files with no more than 10Mb of size. Click **Properties**.



The image shows a form with several sections. The 'Product ID ( Short Text )' section has a value of 'XX000' and a help text: 'Use the first two characters for the product code and the last three for the number'. The 'Promotion Link ( Link )' section has a dropdown menu set to 'External URL'. The 'Display link as' dropdown is set to 'Text'. The 'Text to display' field is empty. The 'Promotion Banner ( Image )' section has a 'Properties' button and an 'Upload using file browser' link. The 'Brochure ( File )' section has a 'Properties' button and an 'Upload using file browser' link. The 'Properties' button for the Brochure element is highlighted with a red box.

17. Select **Restrict MIME types** and select **PDF**. Then set the maximum size in bytes (here 10.000.000), optionally a Help text again and click **Apply**.

File Properties ×

---

☐ Identify this as a required field  
☐ Hide field  
☒ Restrict MIME types:

- ☐ MP4
- ☐ MOV
- ☐ OGG
- ☐ MP3
- ☐ WEBM
- ☒ PDF

Other

File size (in bytes)

Minimum

Maximum

[Reset](#) [Apply](#)

18. Finally, you need to select a workflow for the content. In this lab, you will select a workflow that will publish a content immediately. There is a default express workflow provided in the Web Content library. Select this, by entering 'exp' in **Current Workflow** and then select the **Express Workflow** in the **Web Content** library.

[Cancel](#) [Save](#) ▼

---

Properties

Workflow


Workflow


Enable workflow for items created with this authoring template

☒

Current Workflow

exp × ▲

 Express Workflow  
Web Content

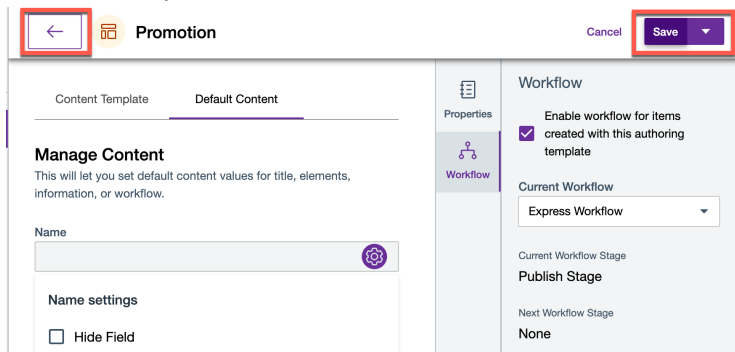
 Express Workflow  
Web Resources v70

[See All Workflows](#)

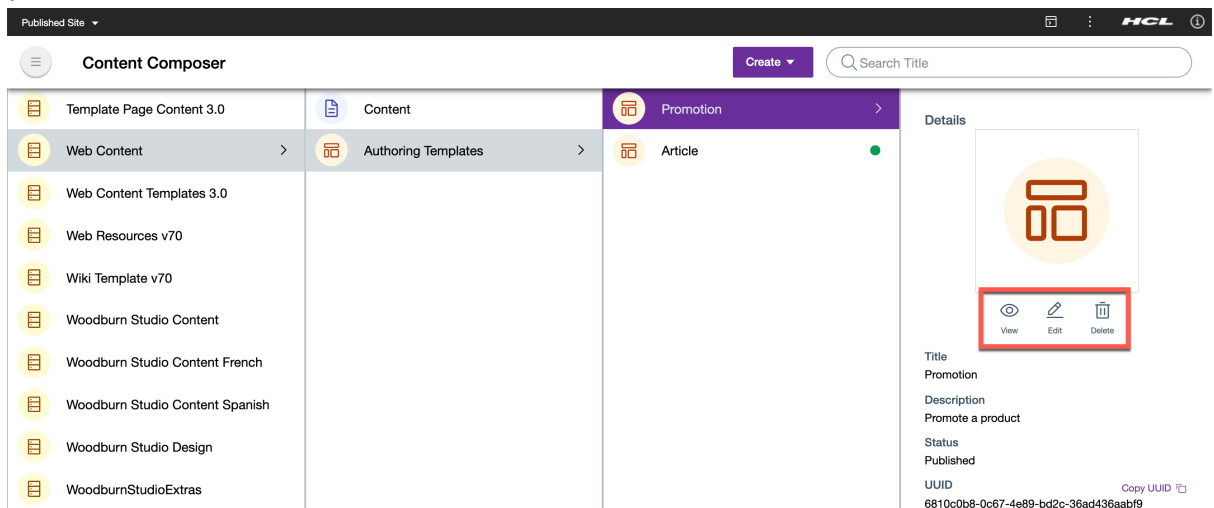
**Notes:**

\*A **Workflow** is assigned to the Content Template to enable the content to follow a series of stages starting from **Draft** until **Publish** to manage its creation and publication and **Expire** to unpublish it again.

19. Check that the workflow is set correctly and notice that the current workflow stage is **Publish Stage**. Then click **Save** to save your new Promotion Content Template. You can now use it to create your first content to promote HCL Digital Experience. Click ← to go back to Content Composer.



20. You can verify that the Content Template is created under the **Web Content** library. Notice you can edit, view and delete it.

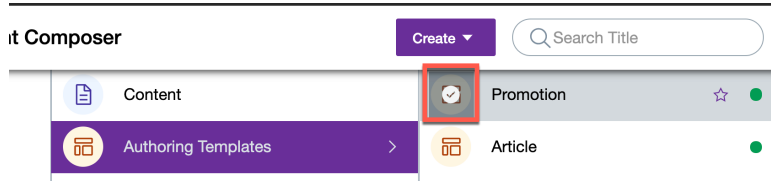


Congratulations! You have created a Promotion Content Template, along with an associated workflow, validations and other configurations. It is now ready to be used for creating new promotions content.

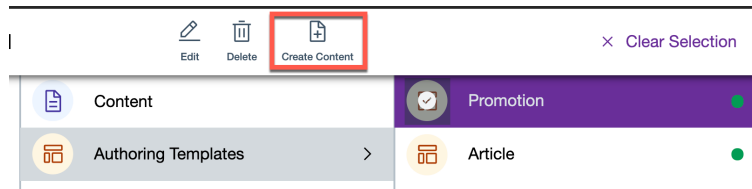
## Part 2: Create and use a new DX Promotion Content

In this part, you will use your new Content Template to create your first DX Promotion content. You'll use an image from the Digital Asset Management for the Promotion Banner Image and some Microsoft Word content to produce the Body Rich Text part.

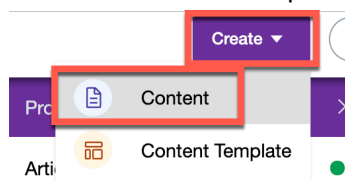
1. Now create your DX Promotion content. There are two ways of doing that. Either click on the Promotion Content Template icon.



2. And then **Create Content**.



3. Or on the Content Composer page, click **Create** and **Content**.



4. Fill in the fields **"Name"**, **"Display Title"** (optional and if you leave it empty, it will take the one of the name), **"Description"** (optional) and select the Content Template you just created. Enter 'promo' and you should be able to select your **Promotion** Content Template (or it as selected automatically if you created it from the Content Template directly). Notice that the Save is disabled. This is because you have required fields that are not set yet.

 A screenshot of the Content Composer form. The form has several fields: 'Name' (with 'DX Promotion' entered), 'Display Title', 'Description' (with 'HCL Digital Experience Promotion' entered), and a 'Select Content Template' dropdown (with 'Promotion' selected). The 'Save' button is disabled. On the right, a 'Properties' panel shows details for the selected 'Promotion' content type.

5. Check that your Content Template is set correctly. Then observe that the **Current Workflow** gets automatically populated as the **Express Workflow**. This means that when your content is saved it will directly be published. You can also use publish and expire dates to plan future publication and de-publications. Similarly, the elements get automatically added based on your selected Content Template. For the **Select Site Area** option, search for the “articles” site area and select the one from the “Web Content” library.

The screenshot shows the Content Composer interface for an 'Untitled' document. The 'Properties' tab is active, displaying fields for Name, Display Title, Description, Select Content Template, and Select Site Area. The 'Workflow' tab is also visible on the right, showing Document Status as 'Draft' and Current Workflow as 'Express Workflow'. The 'Select Site Area' dropdown is open, showing a search for 'artic' and a list of results including 'Articles Web Content' and 'Articles Template Page Content 3.0'.

6. Now all we need to do is to fill in the values of the elements. Enter the product ID for HCL Digital Experience. Let's say this is **DX003**. Notice that you are guided to enter this correctly.

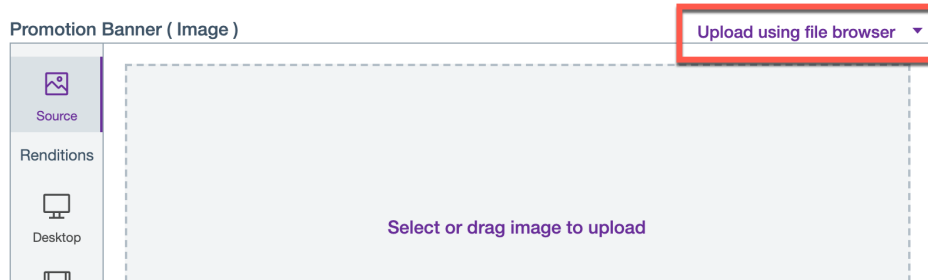
The screenshot shows the 'Product ID (Short Text)' field in the Content Composer interface. The field is highlighted with a red box, and the value 'DX003' is entered. Below the field, a 'Field Requirements' section shows two checkmarks: '5/5 minimum characters' and '5/5 maximum characters'.

7. Then add the external link URL to the home page of HCL Digital Experience: <https://www.hcl-software.com/dx> and keep the Display link as to Text (you can also select an image) and set the **Text to display** to **HCL Digital Experience Home Page**.

The screenshot shows the 'Promotion Link (Link)' field in the Content Composer interface. The field is highlighted with a red box, and the value 'https://www.hcltechsw.com/dx' is entered. Below the field, the 'Display link as' dropdown is set to 'Text', and the 'Text to display' field is highlighted with a red box, containing the text 'HCL Digital Experience Home Page'.

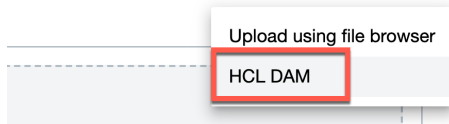
8. For the **Promotion Banner Image**, you could select or drag an image from your local device. However, you want to select an image you added to the DX Promotions DAM collection. Therefore change the source first. Click **Upload using file browser** to show the upload options.

Use the first two characters for the product code and the last three for the number

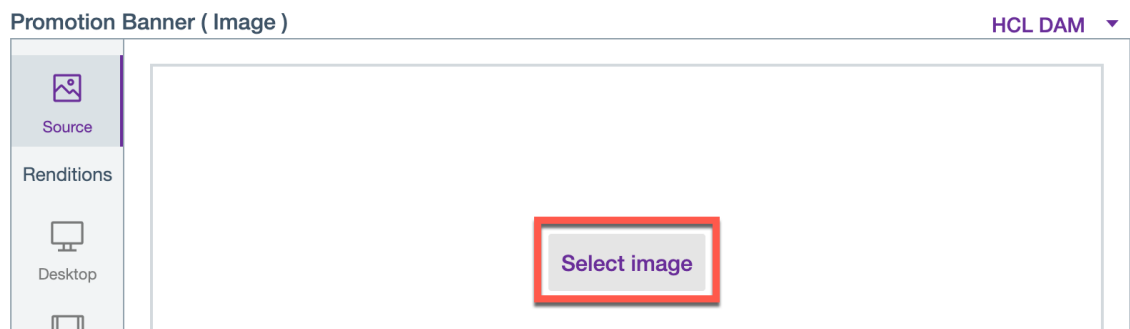


9. Then select **HCL DAM**.

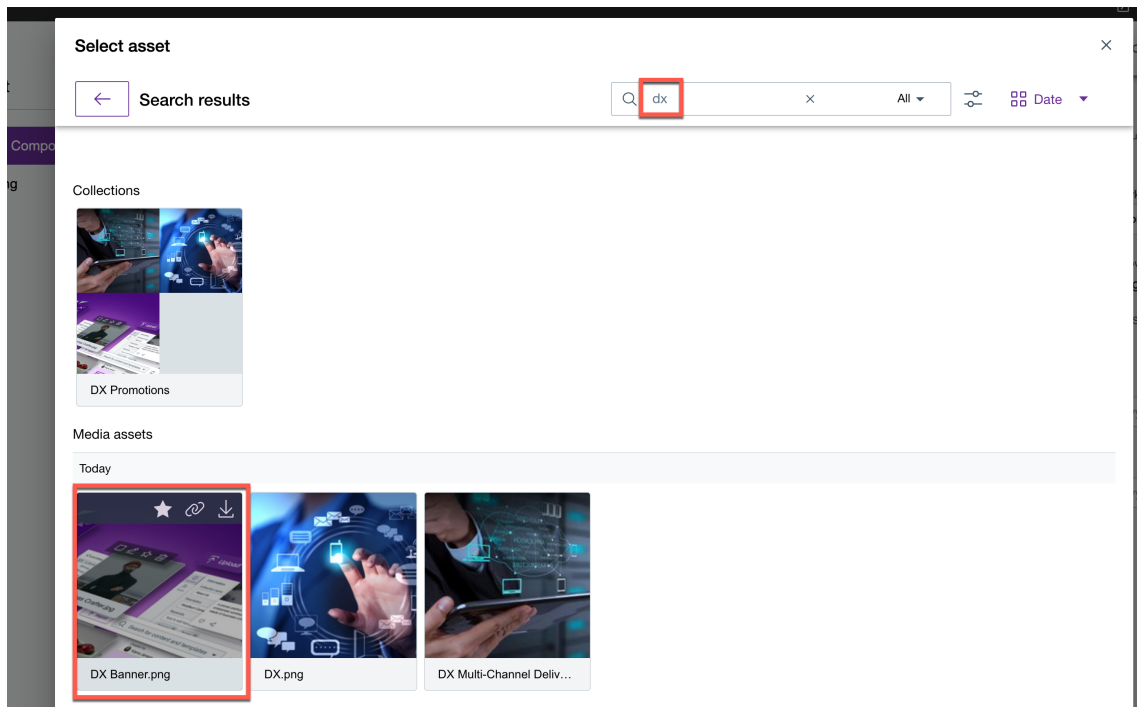
æ for the number



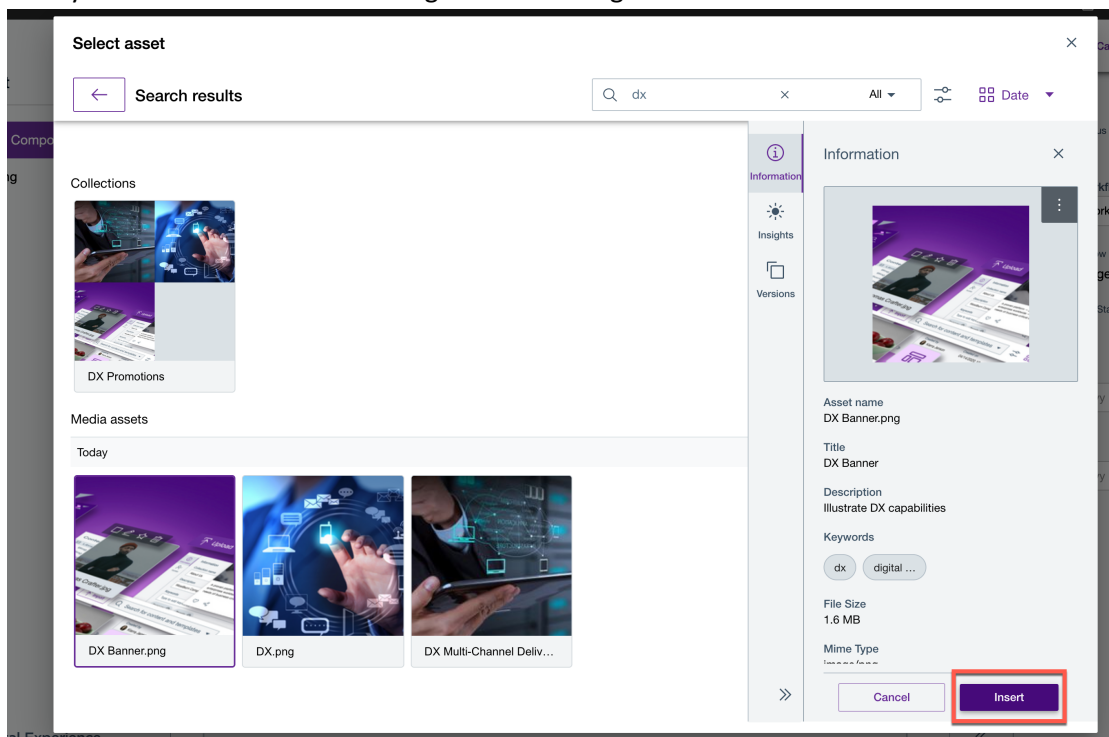
10. Now click **Select Image**.



11. And then search for **dx** or open the **DX Promotions** DAM collection that you created earlier. Notice you see only the images, as you use an image selector and only three images were uploaded. Then select the **DX Banner.png**.



12. Now you see the details of this image. This is the right one. Click **Insert**.



13. Notice you can easily see the different renditions of this image, e.g. the one you updated for the Smartphone in the previous lesson. Now you will add the DX Brochure from the DAM as well. Again change the upload type to HCL DAM. Click **Upload using file browser**.

Promotion Banner ( Image ) HCL DAM ▾


Source

Renditions

Desktop

Tablet

**Smartphone**



DX Banner.png

Select to replace image

Drag and drop is not available  
The image will be used for desktop, tablet, and smartphone if there are no renditions uploaded.

Brochure ( File ) HCL DAM ▾

Upload using file browser ▾

Select or drag file to upload

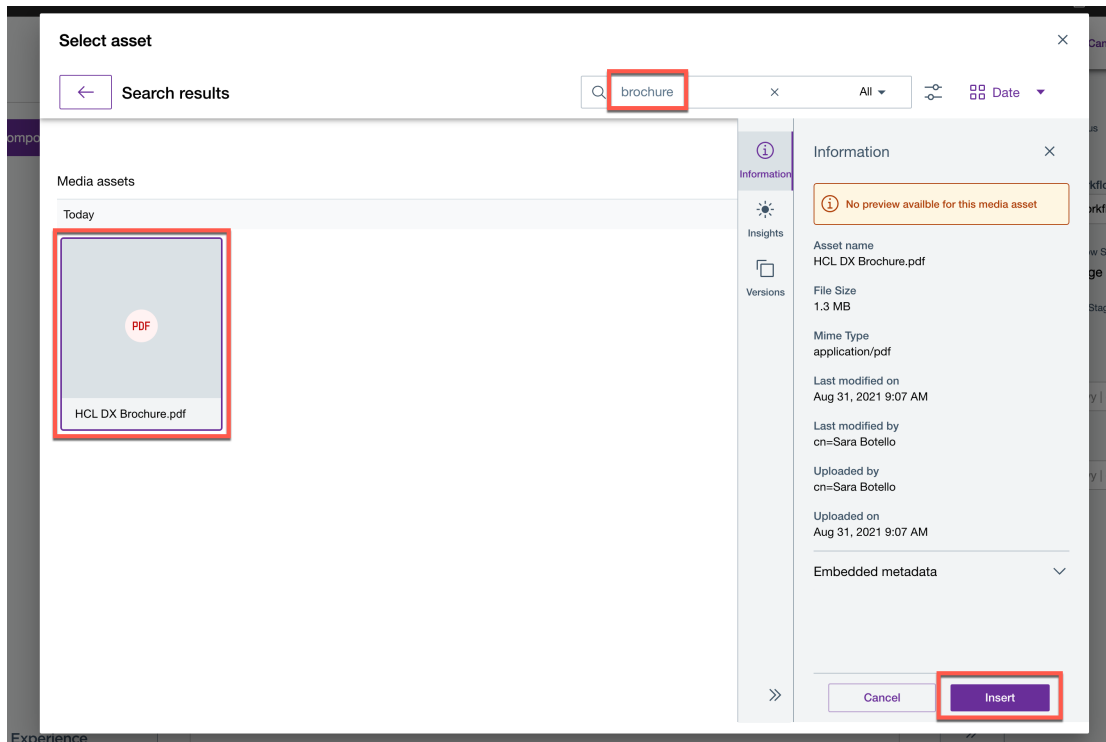
14. And then select your brochure file. Click **Select file**.

Brochure ( File ) HCL DAM ▾

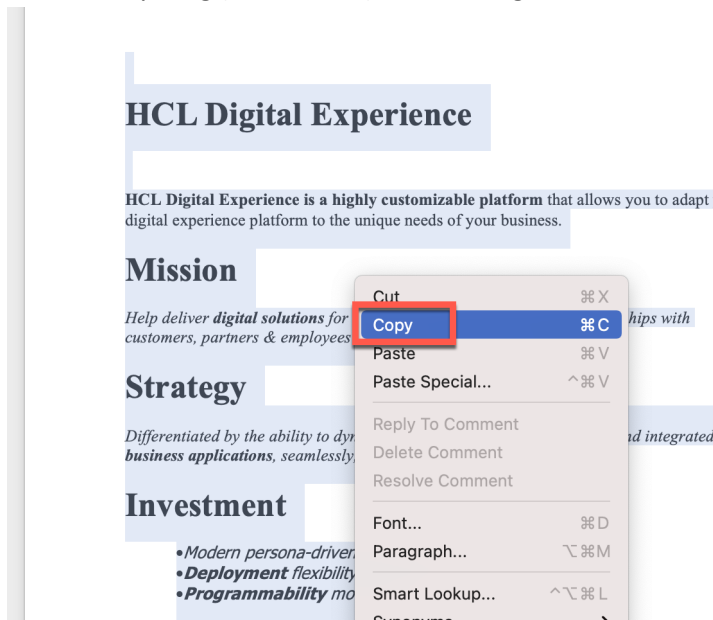
Select file



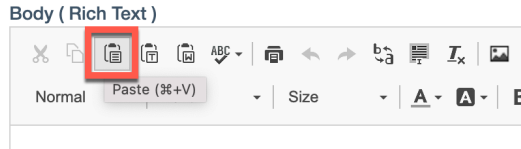
15. Now you see all the digital assets, as they are all files. Search for 'brochure', select HCL DX Brochure.pdf (which is less than 10Mb) and then **Insert**.



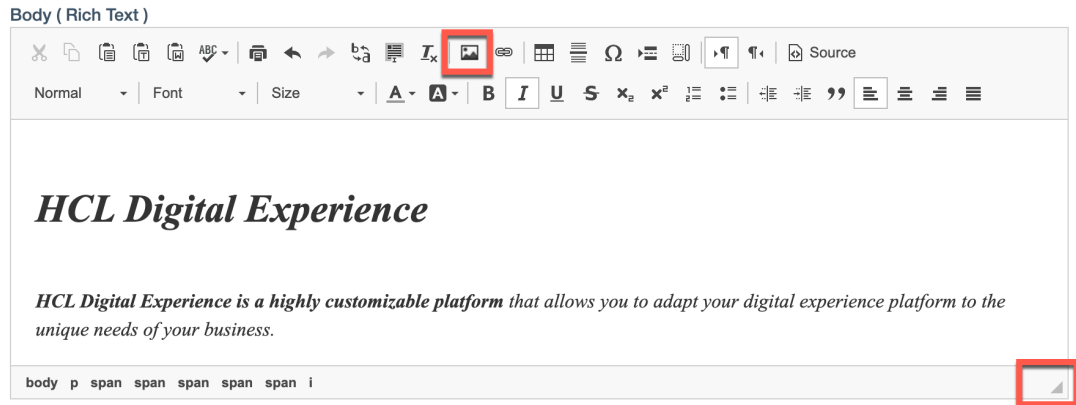
16. Open the Lab Resources folder and open the “**DX Promotion**” Microsoft Word document. Select everything (or **CRTL + A**) and then right click and select **Copy** (or **CRTL + C**).



17. And then go back to the **Body** rich text element and use Paste (or **CTRL + V**) to **paste** all the content selected.



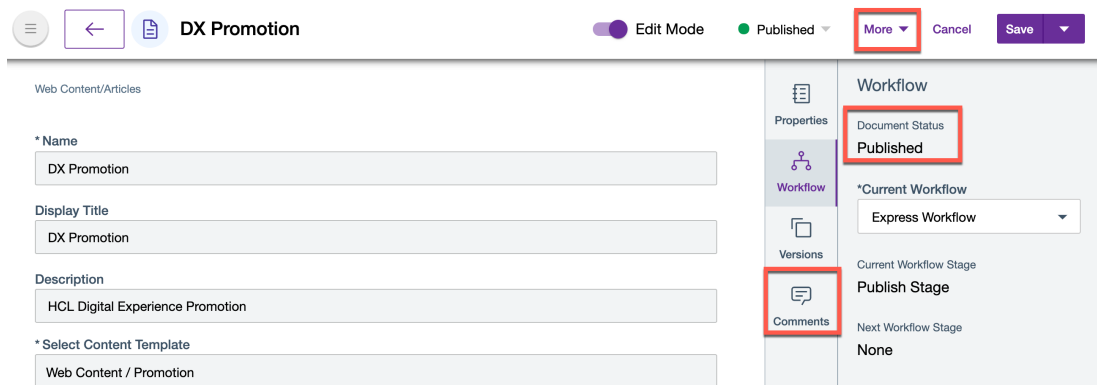
18. You can see that all the text from the Word document is copied exactly in the format it was created. You can enlarge the screen and also insert images from the DAM, as shown.



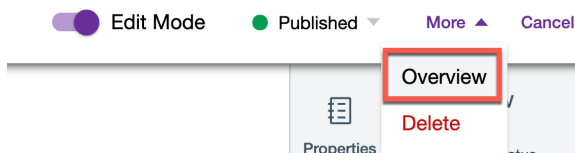
19. Now save your new content. Notice it is still draft. Click on **Save** button on the right top corner.

 A screenshot of the content management interface. At the top, there is a header bar with a menu icon, a back arrow, a document icon, and the text 'Untitled'. On the right side of the header, there are 'Cancel' and 'Save' buttons; the 'Save' button is highlighted with a red box. Below the header, the main content area is divided into two columns. The left column contains form fields for 'Name' (DX Promotion), 'Display Title', 'Description' (HCL Digital Experience Promotion), 'Select Content Template' (Web Content / Promotion), and 'Select Site Area' (Web Content / Articles). Below these is an 'Elements' section with a 'Product ID (Short Text)' field containing 'DX003'. The right column is a 'Workflow' sidebar. It shows 'Document Status' as 'Draft' (highlighted with a red box), 'Current Workflow' as 'Express Workflow', 'Current Workflow Stage' as 'Publish Stage', 'Next Workflow Stage' as 'None', and fields for 'Publish Date' and 'Expire Date' with calendar icons.

20. Now check the success message at the left bottom and the **Published** status of the content. Like with the DAM, you can now start managing versions, compare and revert to older ones. You also have a new Comments section that allows you to prepare new versions in collaboration with other team members. Then click **More**.



21. And click **Overview**.



22. This opens a new page with a nice overview of your content as it was published. It gives you direct access to each element's direct URL and content. For example, if you hover over the DX Banner.png link, you'll see below its full URL that is directly accessible.

### DX Promotion

Product ID (Short Text)

DX003

Promotion Link (Link)

External URL

[HCL Digital Experience Home Page](#)

Promotion Banner (Image)



Brochure (File)

[28.play.hclsofy.com/dx/api/dam/custom/dxbanner](https://28.play.hclsofy.com/dx/api/dam/custom/dxbanner)

Congratulations! You have successfully created a DX Promotion Content using the Promotion Content Template that you created and included assets from the DAM collection which you had created earlier.

## Conclusion

Using this lab tutorial, you have learned how easy it is to manage new content types, like product promotions. You created a new Promotion Content Template to promote any type of content and used it to create your first content to promote the DX platform. In that content, you used different element types of which certain used digital assets from the DAM that you have created (like the banner image and brochure).

You may use the Help Center with common tasks on the Content Composer to discover more capabilities: [https://opensource.hcltechsw.com/digital-experience/latest/manage\\_content/wcm\\_authoring/content\\_composer/usage/](https://opensource.hcltechsw.com/digital-experience/latest/manage_content/wcm_authoring/content_composer/usage/).

## Resources

Refer to the following resources to learn more:

HCL Digital Experience Home - <https://hclsw.co/dx>

HCL Digital Experience on HCL SoFy - <https://hclsofy.com/>

HCL Software - <https://hclsw.co/software>

HCL Product Support - <https://hclsw.co/product-support>

HCL DX Product Documentation - <https://hclsw.co/dx-product-documentation>

HCL DX Support Q&A Forum - <https://hclsw.co/dx-support-forum>

HCL DX Video Playlist on YouTube - <https://hclsw.co/dx-video-playlist>

HCL DX Product Ideas - <https://hclsw.co/dx-ideas>

HCL DX Product Demos - <https://hclsw.co/dx-product-demo>

HCL DX Did You Know? Videos - <https://hclsw.co/dx-dyk-videos>

HCL DX GitHub - <https://hclsw.co/dx-github>

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