

HDX-BU-100

Web Content - Content Composer Lab

HCLSoftware U

Creating a new generation of experts

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Herbert Hilhorst – Herbert.hilhorst@hcl.com

Meghna Pradhan – meghna.pradhan@hcl.com

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Author(s)

This document was created by the following Subject Matter Experts:



Herbert Hilhorst
Company: HCL

Bio

Herbert Hilhorst is an HCL Digital Experience (DX) Technical Advisor at HCL.

Contact: Herbert.hilhorst@hcl.com



Meghna Pradhan
Company: HCL

Bio

Meghna Pradhan is a DX Trainer with HCL with an extensive experience working on all fronts of HCL DX.

Contact: meghna.pradhan@hcl.com

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 CF213 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:

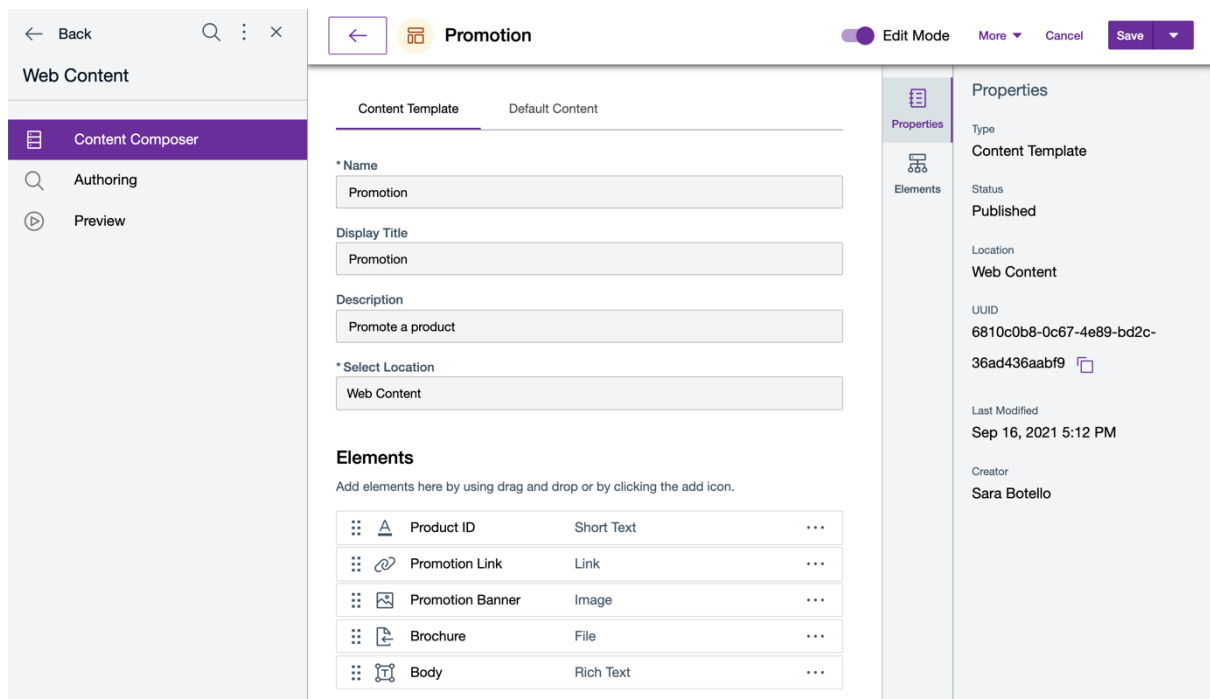
Purpose	User	Password
SoFy Login	Your official email id	Your password
SoFy Solution Console Login	sol-admin	<from SoFy solution>
DX Login (Marketing Rep Sara Botello)	sbotello	HCL-Dem0

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:

The screenshot shows the Content Composer interface for a DX Promotion content item. The top navigation bar includes a back arrow, the title "DX Promotion", and buttons for "Edit Mode", "Published", "More", "Cancel", and "Save". The main content area is divided into several sections:

- Web Content/Articles:** Fields for Name (DX Promotion), Display Title (DX Promotion), Description (HCL Digital Experience Promotion), Select Content Template (Web Content / Promotion), and Select Site Area (Web Content / Articles).
- Elements:** A section for Product ID (Short Text) with the value "DX003" and a note: "Use the first two characters for the product code and the last three for the number".
- Promotion Link (Link):** A dropdown menu set to "External URL" with the value "https://www.hcltechsw.com/dx". Below it, "Display link as" is set to "Text" and "Text to display" is "HCL Digital Experience Home Page".
- Promotion Banner (Image):** A section titled "HCL DAM" showing a preview of "DX Banner.png". It includes a "Source" tab, "Renditions" for Desktop, Tablet, and Smartphone, and a "Select to replace image" button. A note states: "Drag and drop is not available. The image will be used for desktop, tablet, and smartphone if there are no renditions uploaded."
- Brochure (File):** A section titled "HCL DAM" showing a preview of "HCL DX Brochure.pdf" with a "Select to replace file" button. A note states: "Drag and drop is not available".
- Body (Rich Text):** A rich text editor with a toolbar and the following content:

HCL Digital Experience

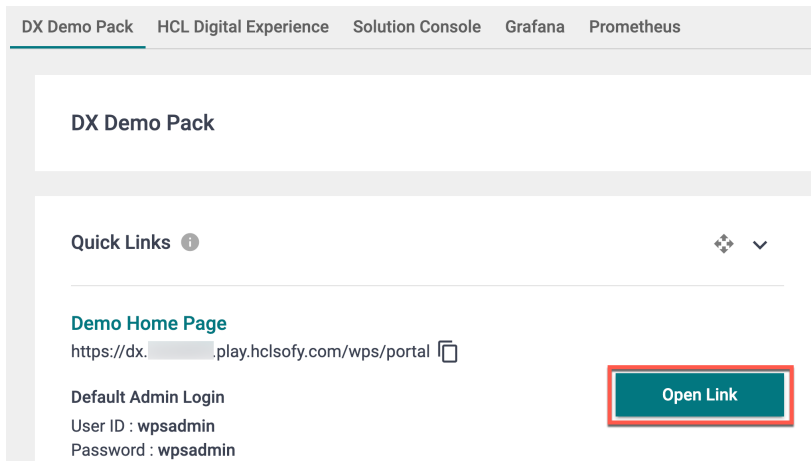
HCL Digital Experience is a highly customizable platform that allows you to adapt your digital experience platform to the unique needs of your

A right-hand sidebar contains icons for Properties, Workflow, Versions, and Comment.

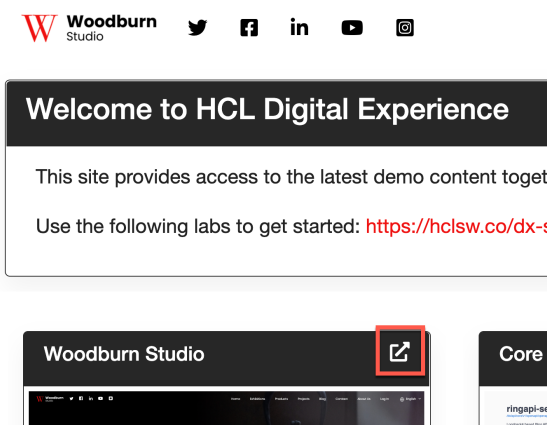
Part 1: Create a new Content Template for promoting content

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).

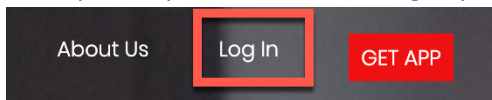
1. Access the Home Page of your HCL DX deployment. If you used HCL Solution Factory (SoFy), you can get the link from DX Demo Pack entry in your Solution Console, using **Open Link**:



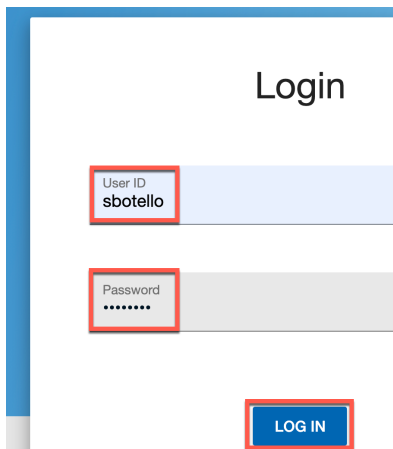
2. This brings you to the Demo Home Page where you can access the Woodburn Studio site:



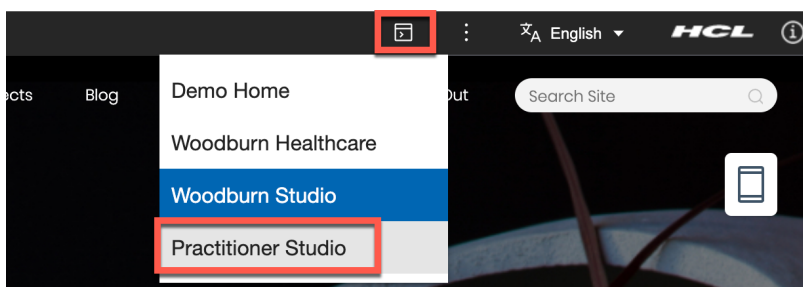
3. If you have a different deployment, use the Home Page of that directly. With the DX Demo Pack, you may use Sara (Marketing Rep) again to work on the digital assets. Click on **Log in**:



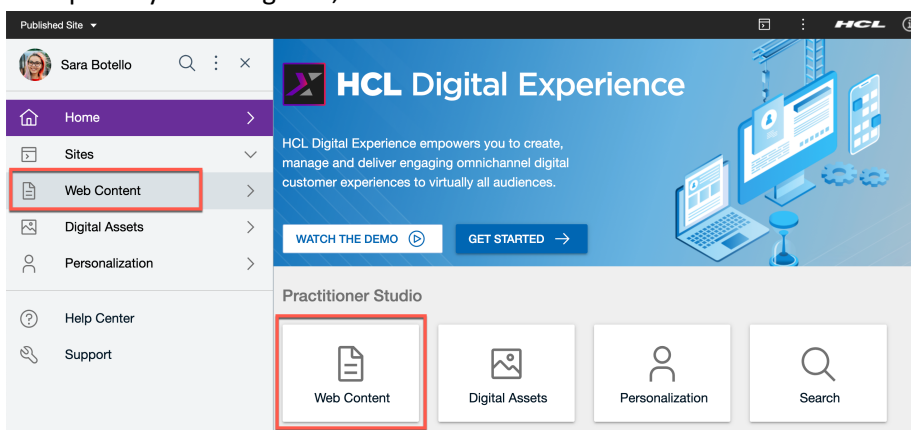
- Use the below credentials of Sara Botello and click on **Login**:
User ID: sbotello (or your admin account, e.g. wpsadmin)
Password: HCL-Dem0 (or of your admin account, e.g. wpsadmin)



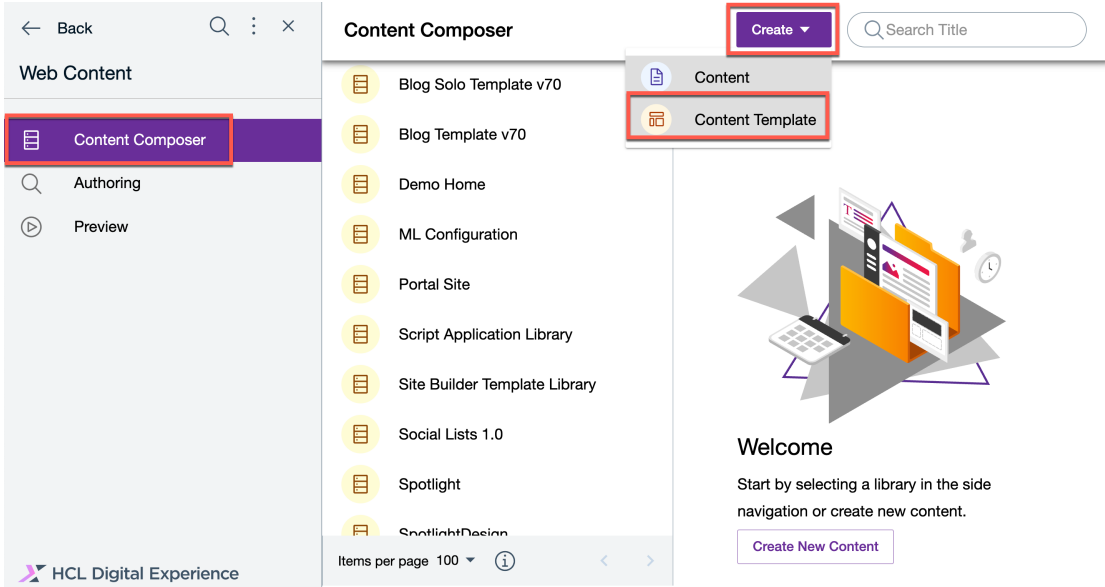
- After login you will land on the Woodburn Studio home page as shown below. Click on the **Site Menu** icon and then **Practitioner Studio**:



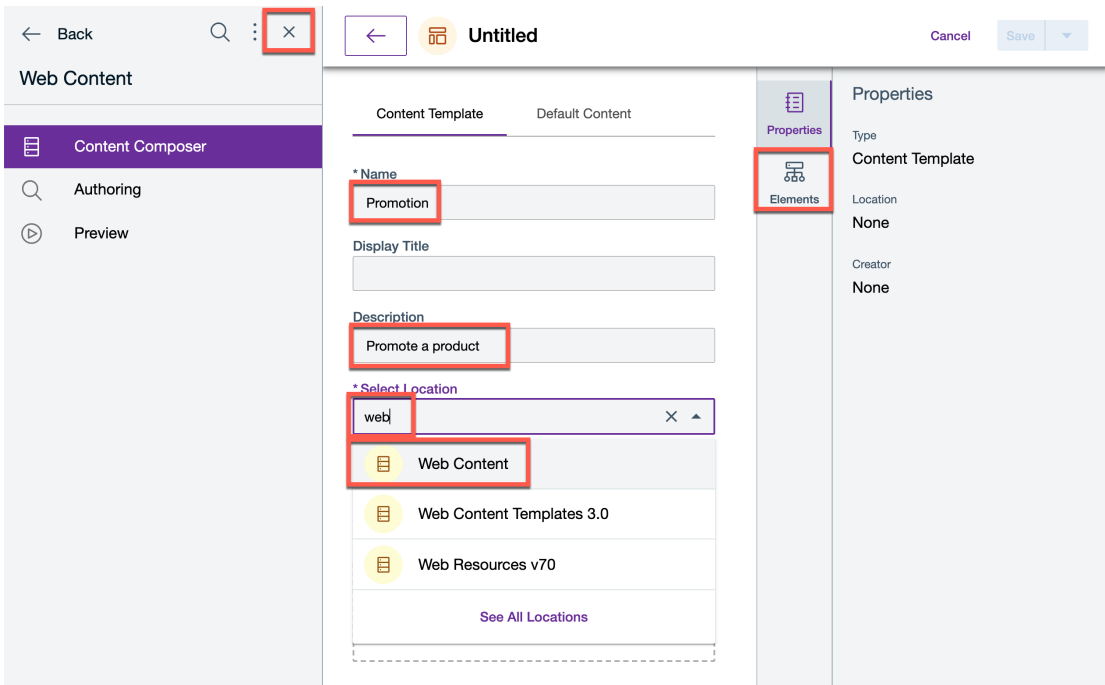
- Sara has access to some of the Practitioner Studio tools. Now access Web Content. You have multiple ways of doing that, as shown.



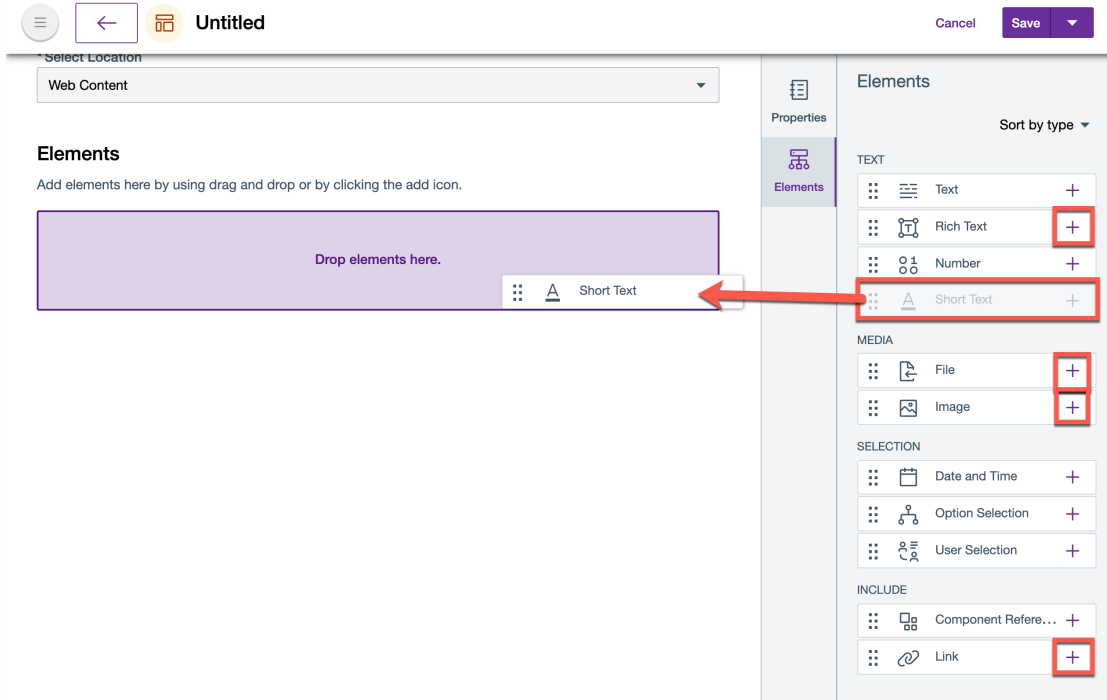
- You will be taken to the **Content Composer**, under Web Content. You see several Web Content libraries, eg. Portal Site, where all the pages are stored and several design and content libraries for the Woodburn Studio site. Now you create your Promotions Content Template. Click **Create** and then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



- 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**.



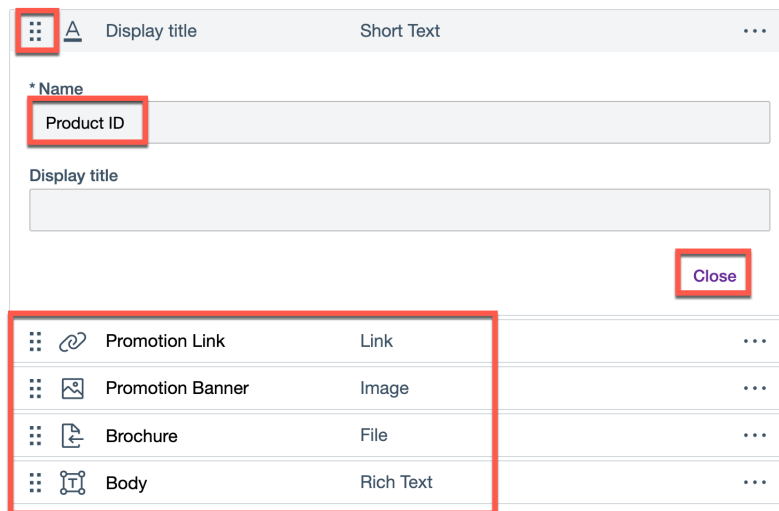
- You can see that there are many different kind of elements to build your Content Template on Text, Media, Selection and Include. Now, there are two ways to add the Elements to the Content Template, either by drag & drop to the Elements zone or using the +. From **Elements** tab, drag-and-drop the **Short 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.



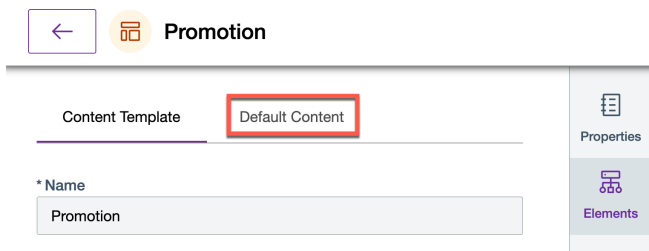
- Notice you can easily open and close as well as change the order of the elements by drag & dropping them using the ☰. Expand each of the elements and enter the name (its display title will automatically set to the name) and then close again.


Elements

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



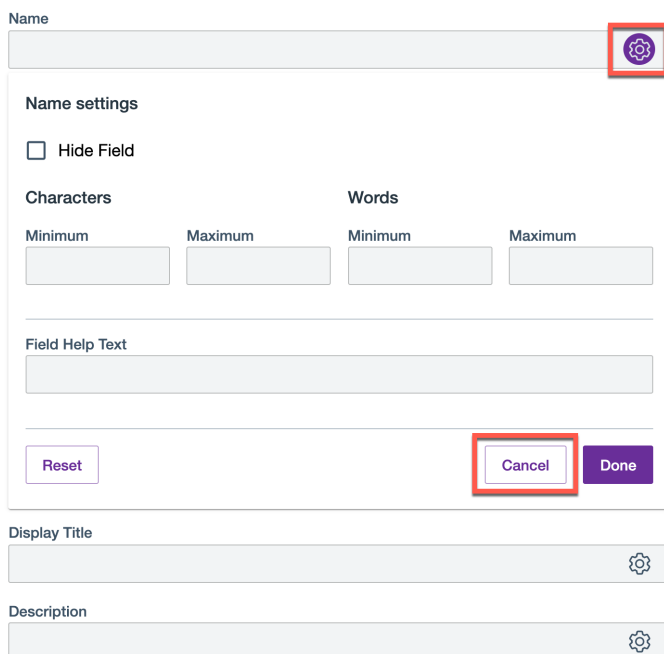
11. Now you will set some validation rules and default settings. Scroll up and click **Default Content**.



12. Click on setting icon  of the name property field. 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 **Cancel** to keep this.

Manage Content

This will let you set default content values for title, elements, information, or workflow.

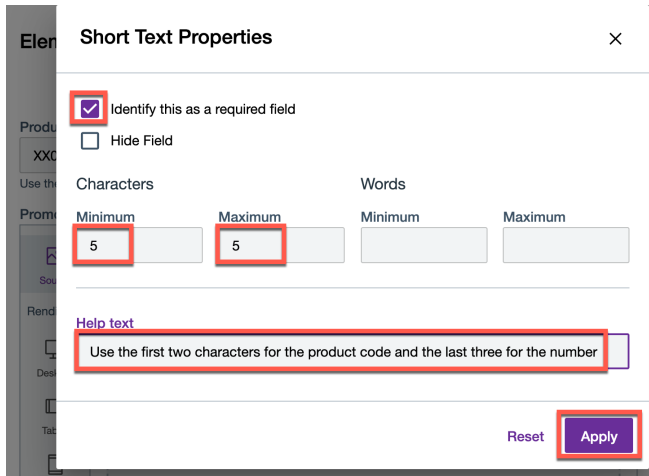


13. Now update the Product ID element. You want to ensure the authors enter a specific 5 digit code with two characters of the product and then three numbers. Enter **XX000** in the Product ID and click **Properties**.

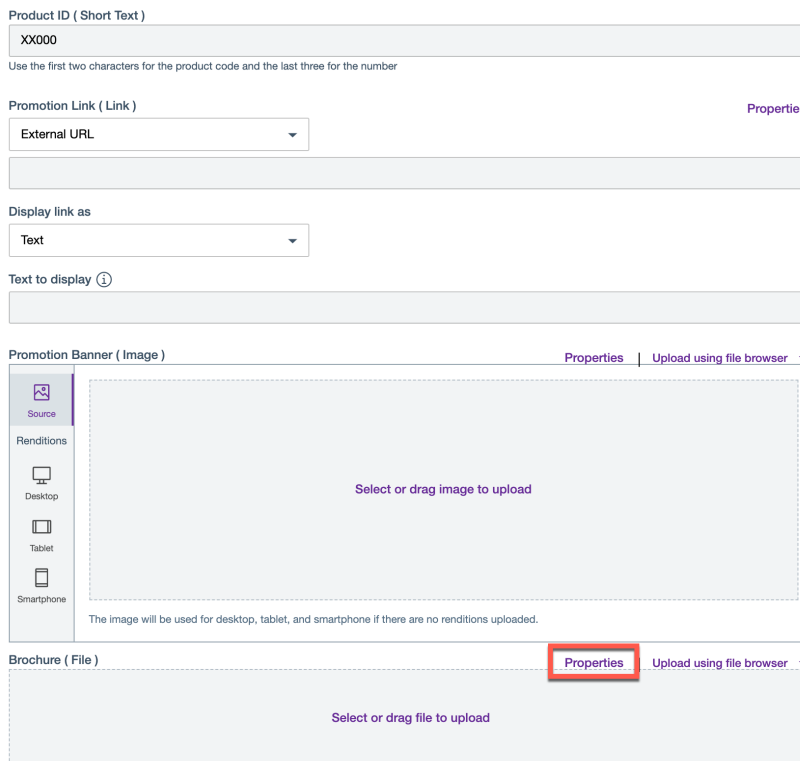
Elements



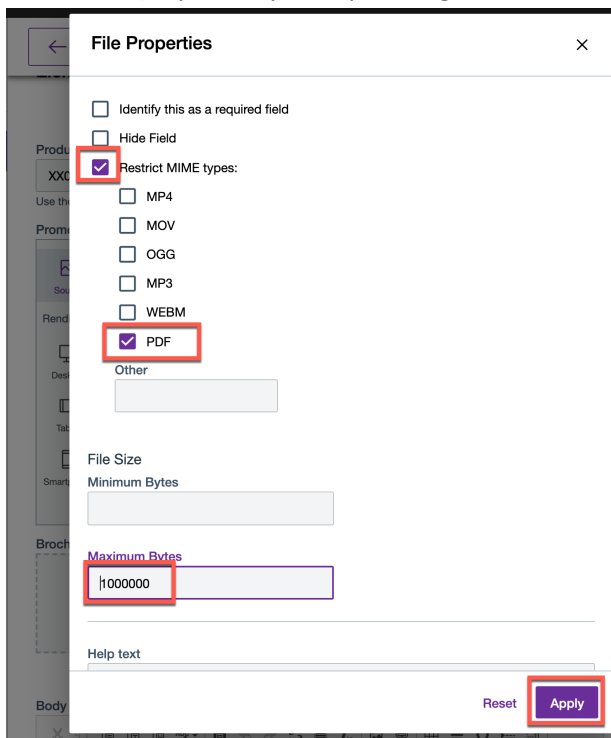
- Then make it required, by checking **Identify this as a required field**. Set the minimum and maximum characters to 5 and add help text to explain its format to the author. E.g. with 'Use the first two characters for the product code and the last three for the number'. Then click **Apply**.



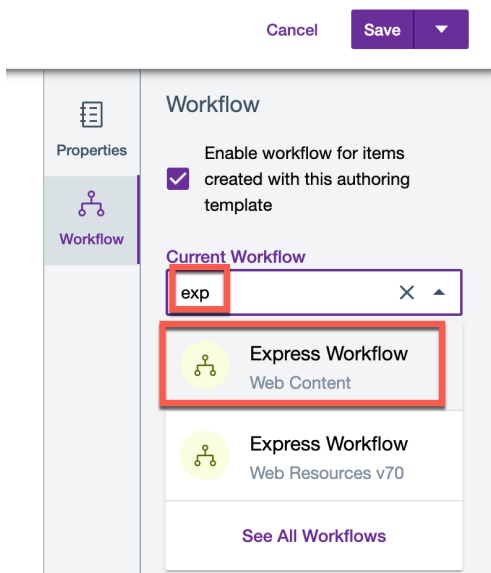
- Notice your updated Product ID and the options for the Promotion link. Now you want to update your Brochure element and set it to use only PDF files with no more than 10Mb of size. Click **Properties**.



16. 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**.



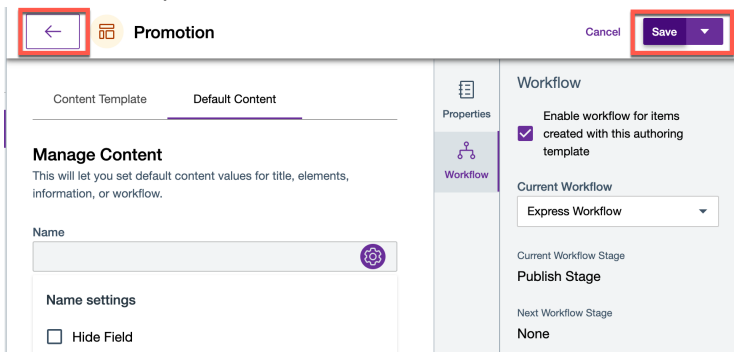
17. Finally, you need to select a workflow for the content. In this lab, you will select a workflow that will publish a content immediately. There is a default express workflow provided in the Web Content library. Select this, by entering 'exp' in **Current Workflow** and then select the **Express Workflow**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



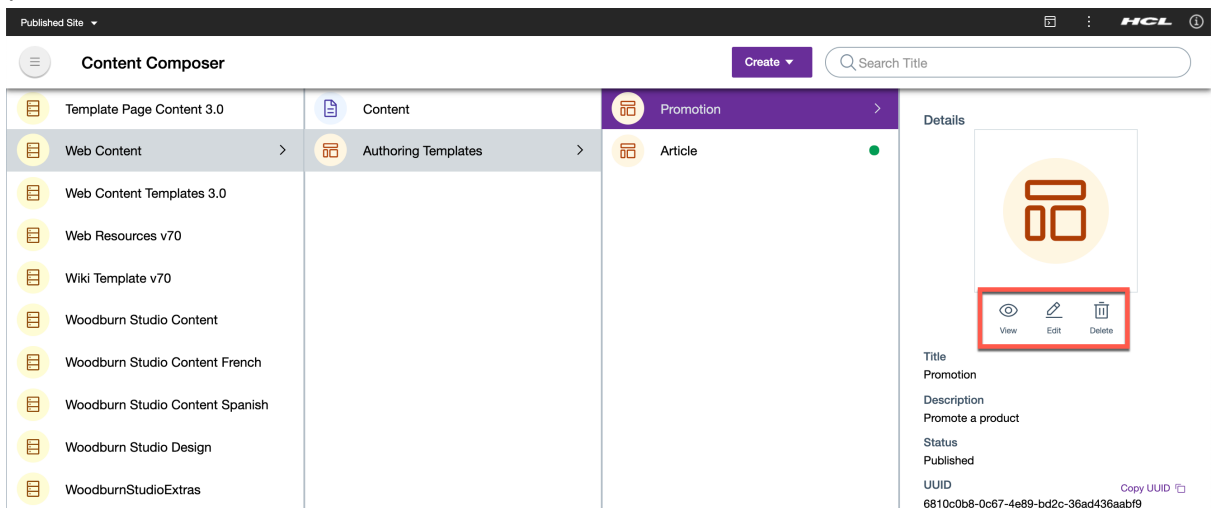
Notes:

*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.

18. 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.



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

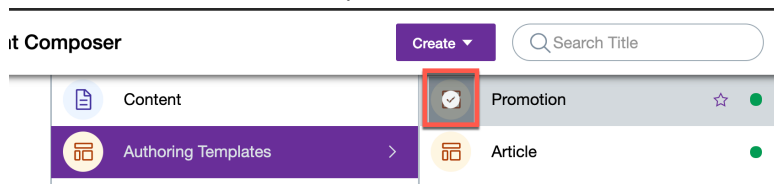


Congratulations! You have created a Promotion Content Template, along with an associated workflow, validations and other configurations. It is now ready to be used for creating new promotions content.

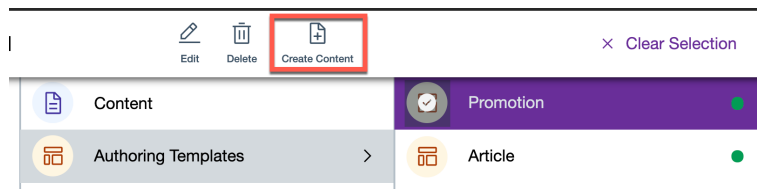
Part 2: Create and use a new DX Promotion Content

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.

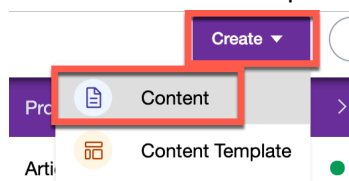
1. Now create your DX Promotion content. There are two ways of doing that. Either click on the Promotion Content Template icon.



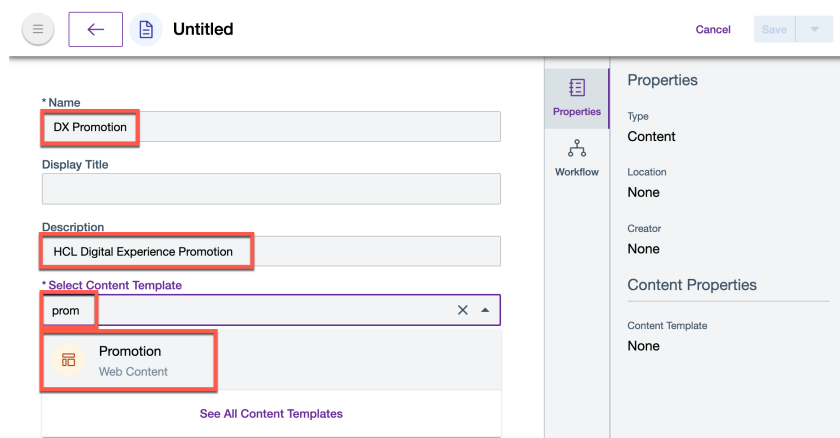
2. And then **Create Content**.



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.



- 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. On the left, there are form fields for:

- * Name:** DX Promotion
- Display Title:** (empty)
- Description:** HCL Digital Experience Promotion
- * Select Content Template:** Web Content / Promotion
- * Select Site Area:** A dropdown menu is open, showing a search for 'artic' and a list of results. The first result, 'Articles' under the 'Web Content' library, is highlighted with a red box.

 On the right, the **Workflow** panel is visible, showing:

- Document Status:** Draft
- *Current Workflow:** Express Workflow
- Current Workflow Stage:** Publish Stage
- Next Workflow Stage:** None
- Publish Date:** mm/dd/yyyy | --:-- --
- Expire Date:** mm/dd/yyyy | --:-- --

- 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 a close-up of the *** Product ID (Short Text)** field. The value **DX003** is entered. Below the field, there is a note: "Use the first two characters for the product code and the last three for the". To the right, the **Field Requirements** section shows:

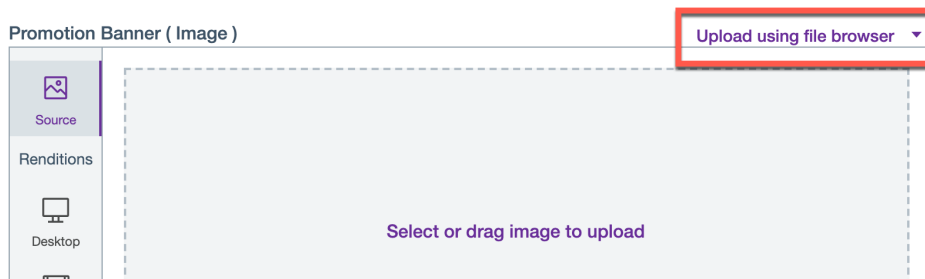
- ✓ 5/5 minimum characters
- ✓ 5/5 maximum characters

- Then add the external link URL to the home page of HCL Digital Experience: <https://www.hcltechsw.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)** section. The **External URL** dropdown is selected, and the text **https://www.hcltechsw.com/dx** is entered in the field below. The **Display link as** dropdown is set to **Text**. Below that, the **Text to display** field contains the text **HCL Digital Experience Home Page**.

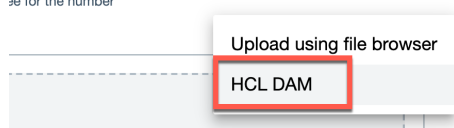
- For the **Promotion Banner Image**, you could select or drag an image from your local device. However, you want to select an image you added to the DX Promotions DAM collection. Therefore change the source first. Click **Upload using file browser** to show the upload options.

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

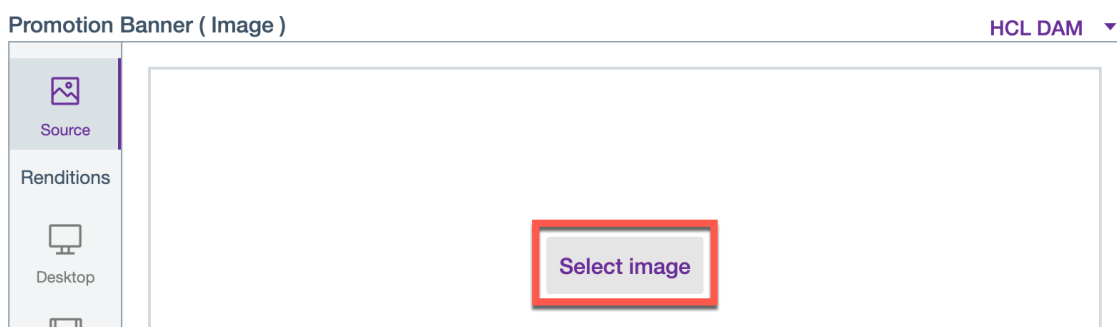


- Then select **HCL DAM**.

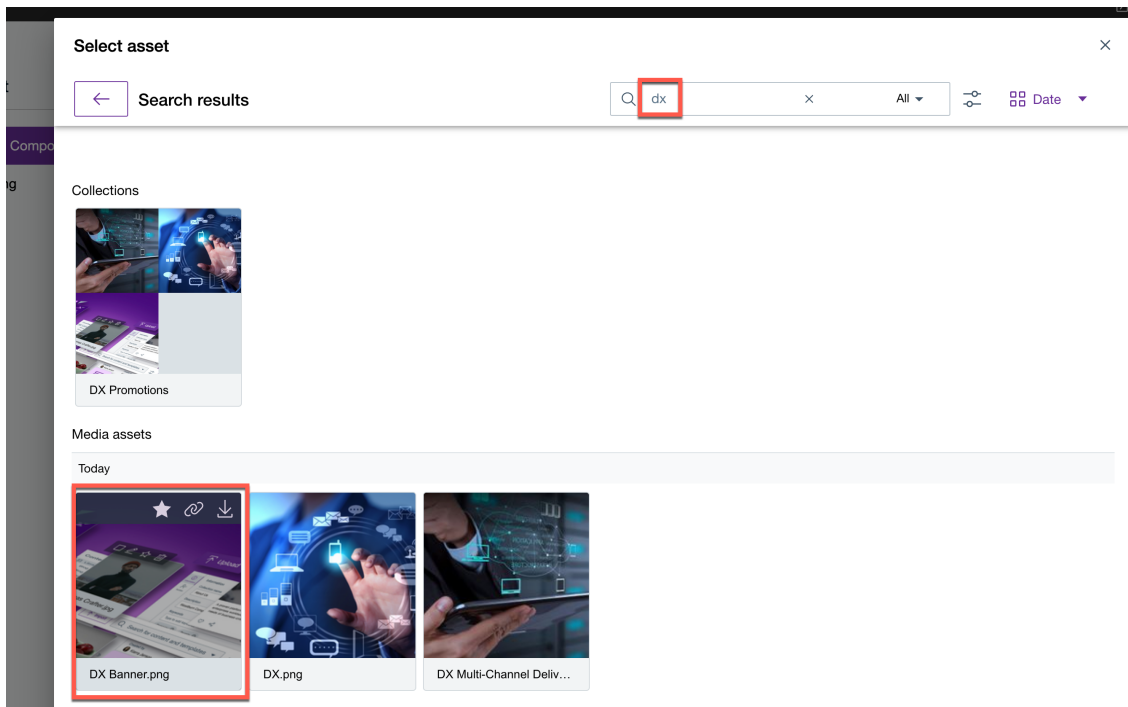
æ for the number



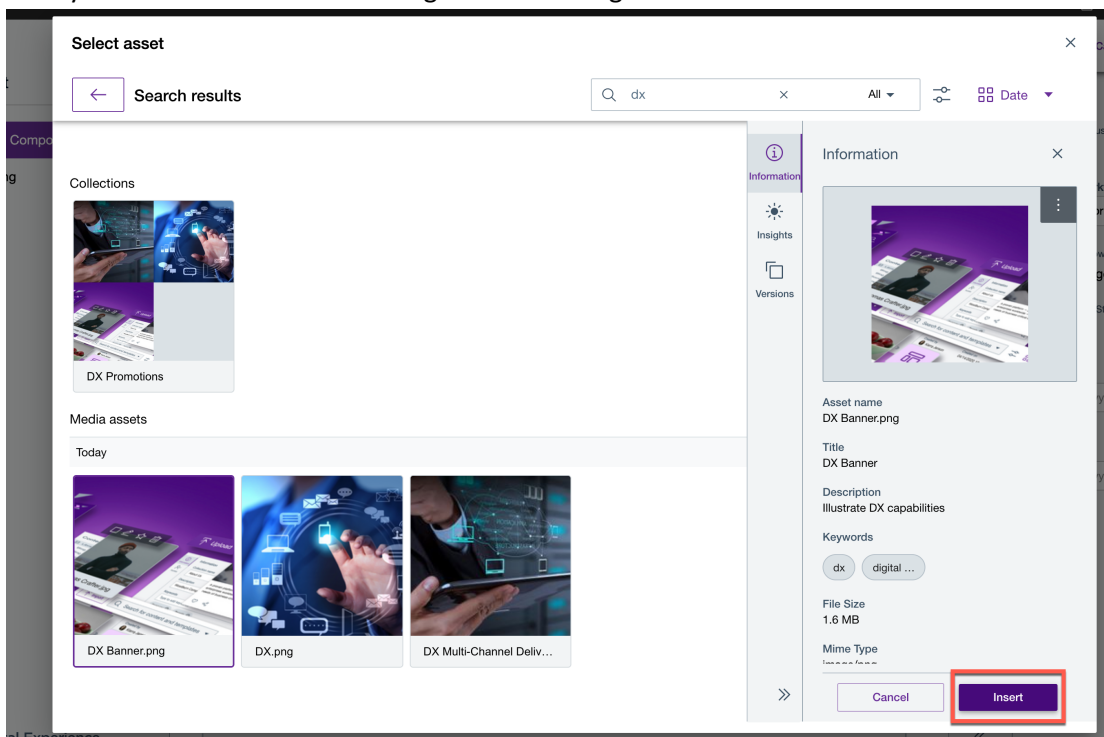
- Now click **Select Image**.



- 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**.



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



- 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) Upload using file browser ▾

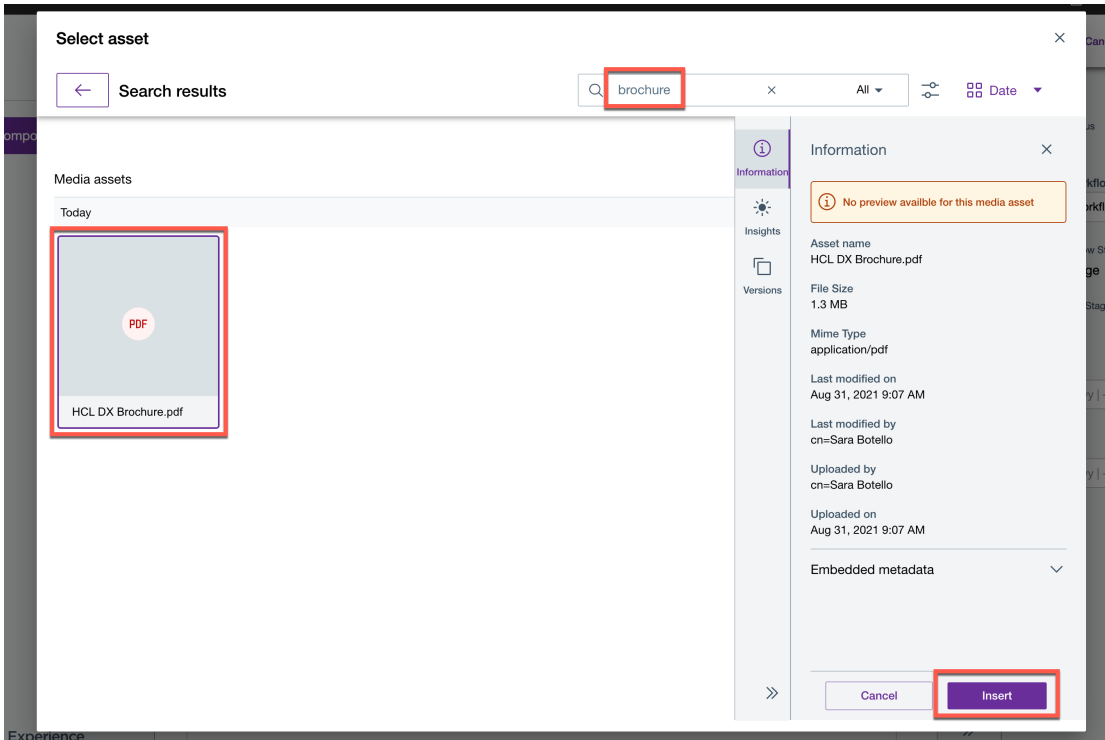
Select or drag file to upload

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

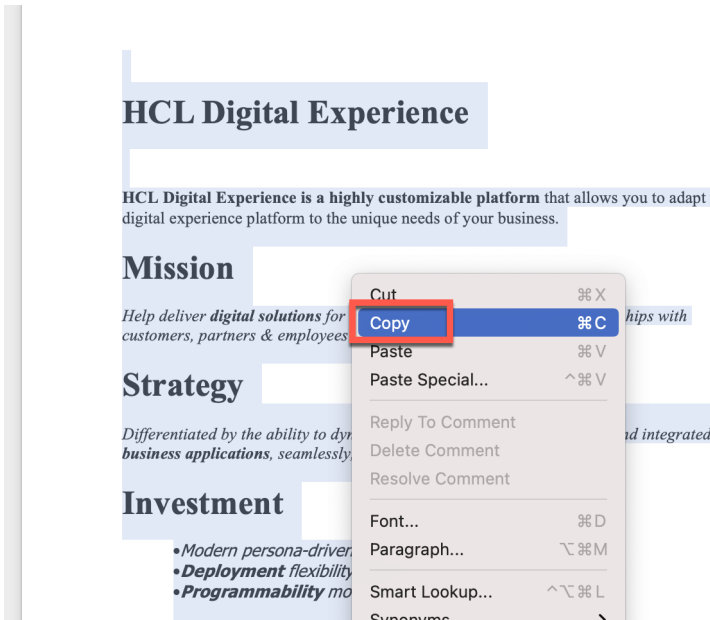
Brochure (File) HCL DAM ▾

Select file

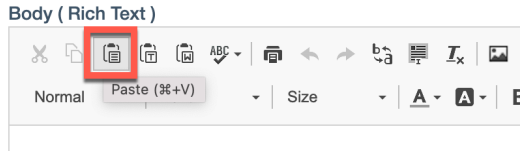
- Now you see all the digital assets, as they are all files. Search for 'brochure', select HCL DX Brochure.pdf (which is less than 10Mb) and then **Insert**.



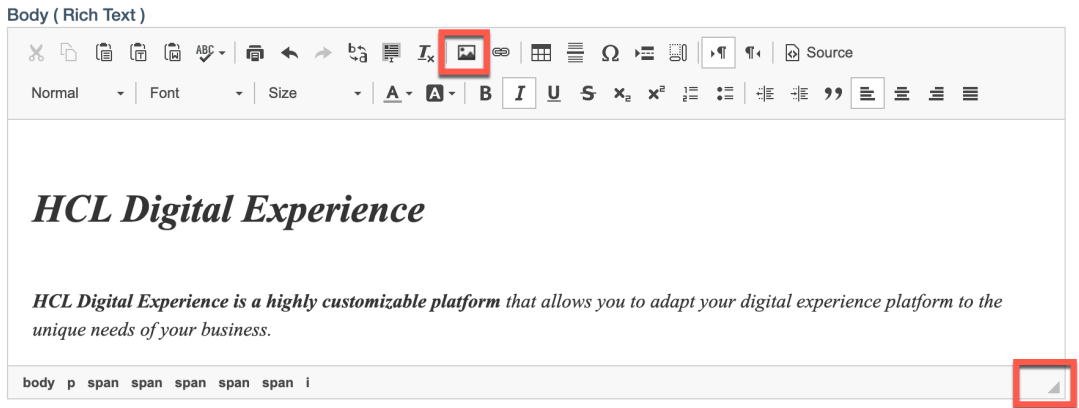
- Open the Lab Resources folder and open the “DX Promotion” Microsoft Word document. Select everything (or **CRTL + A**) and then right click and select **Copy** (or **CRTL + C**).



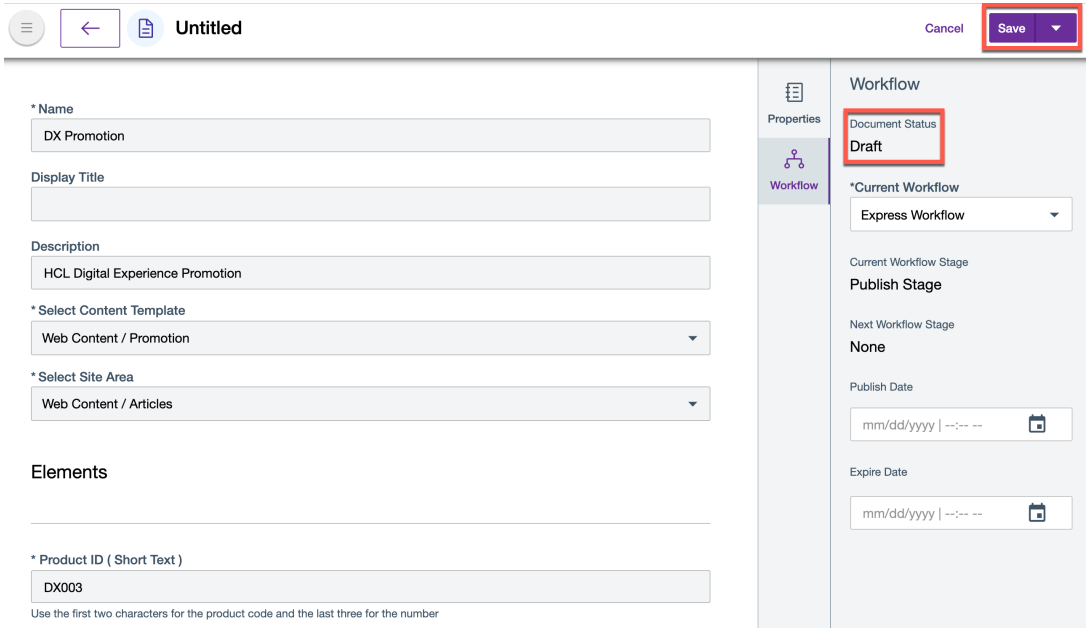
- And then go back to the **Body** rich text element and use Paste (or **CTRL + V**) to **paste** all the content selected.



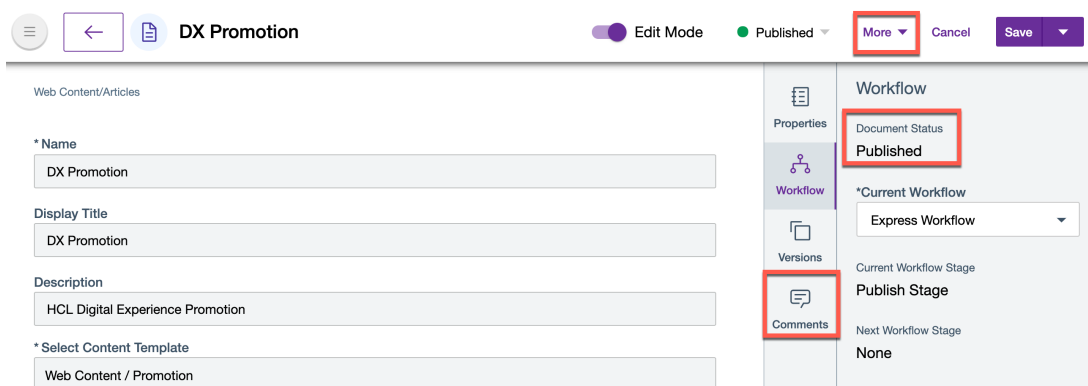
18. You can see that all the text from the Word document is copied exactly in the format it was created. You can enlarge the screen and also insert images from the DAM, as shown.



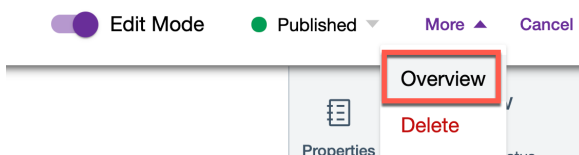
19. Now save your new content. Notice it is still draft. Click on **Save** button on the right top corner.



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)



[DX Banner.png](#)

Brochure (File)

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/.

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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