

AEM Content Author – Tips & Tricks Cheat Sheet

Line Spacing

Enter or Return = **Double space**

Shift/Enter or Shift/Return = **Single space**

Correct Filename Format for Assets

All lowercase, change spaces to hyphens, no dates, no special characters

- **Example 1:** Teaching to Teach Apprenticeship (Fall 2025)
Change to before importing to DAMS: application-teaching-to-teach

- **Example 2:** Karen's AEM Tips & Tricks

Change to before importing to DAMS: karens-aem-tips-tricks

Correct Format for Emails & Phone Numbers

- Phone number is – (405) 743-5520 ... **NOT** 405-743-5520 **or** 405.743.5520
- Emails should simply be the word – Email
 - a) Hyperlink the email to – <mailto:jane.doe@careertech.ok.gov>
 - b) Alt text is – Link will open an email in a new browser window
 - c) Target is changed to – New Tab

Example to enter both contact items on one line: (405) 743-5520 | Email

NOTE: These formats are used to meet ADA and SEO guidelines.

Alt Text for Hyperlinks

PDF file extension

Alt text – Link will open in a new browser tab.

Target – Change to New Tab

DOCX or XLSX or PPTX file extensions

Alt text – Link will download document to your computer.

Target – N/A

External Website

Alt text – Link will open in a new browser tab.

Target – Change to New Tab

Email

Alt text – Link will open a blank email in a new browser window.

Target – N/A or Change to New Tab

Email path has no spacing, just like this – **<mailto:jane.doe@careertech.ok.gov>**

AEM Content Author – Cheat Sheet or Tips & Tricks (cont.)

Add New Component on a site page

- Click the “Drag Components Here” box **OR** Click an existing “component box” on your page in which you want the new component to appear before
- Choose the + sign in menu bar
- Type the name of the component you want to add/insert: text, title, button (v2), card (v2), spacer, separator, layout container
- New component appears on page to add your text/info inside

Column Look

- Click the “Drag Components Here” box **OR** Click an existing “component box” on your page in which you want the new component to appear before
- Choose the + sign in menu bar
- Type Layout Container and choose it
- Click the “Drag Components Here” box, then Choose the + sign
- Type Text and choose it
- Click the Text Component and Choose the Layout icon (double-headed arrow) then grab the Dot on the right-side of the Text Component and drag it left 6 columns
- Click the new Text Component and Choose the Copy icon (2 overlapping pages) then Click the Drag Components Here box inside your Layout Container and Choose the Page icon (clipboard)
- Begin adding text/info to each new Text Component

NOTE: If you want a 3-column look, when you drag the Dot from the right-side you will drag it left 8 columns. *Your available width per page is 12-columns wide.*