

## AEM Launch Checklist

### Requesting fedex.com Placement Steps:

- Audit Content to determine need (new pages and/or reusable content need Regional Channel Admin support)
  - Updating existing or filling a gap?
  - Require a page or can be content within existing experience?
  - Global/reusable or local/ad hoc only?
- Are new functional components/designs needed to satisfy the need? (If yes, submit an [AEM Dart Prioritization Request](#))
- Mockup/Wireframe page/components – using content best practices (understand SEO needs, clear CTAs, asset planning & simplified content) and also citing desired templates/components
- Submit content request to fedex.com Advisory Board for strategic review (eventually via Kapost for all)
- Conduct off-line consultation for SEO/Design with Counterpart via [gdcmsupport@fedex.com](mailto:gdcmsupport@fedex.com) and/or internal SMEs to avoid downstream review impacts
- If approved for new page or reusable content, Regional Channel Admins will create placeholder page/reusable component in AEM to be authored by requestor in **all applicable languages.**

\*Steps below apply to any/all applicable languages for the countries' sites which will include the content. (US now includes English & Spanish)\*

### Non-authoring Preparation Steps:

- Add page to robots.txt file to allow for soft-launch to production if needed (SEO team) – be sure to remove for full launch
- Prepare & Submit redirects to test levels (WSAS if from Teamsite | SEO if from AEM)
  - WSAS requires a minimum of 2 weeks + scheduling to initiate, allow for testing and publish redirects
- Initiate global mbox (Analytics) for testing/personalization
- For launches with significant customer traffic and potential impact
  - Notify and coordinate with Customer Support and Sales teams (talking points, training, timing, etc.)
  - Coordinate any co-marketing efforts and allow time for approvals
  - Create and monitor KPIs (conversion and performance) with Analytics, SEO & GDCM
  - Launches with connectivity to applications will require collaboration and potentially prioritization of support – connect early with GDCM and teams of any applications touched
  - Create test scripts and plan to have internal testing multiple times during build
  - Notify customers if their day-to-day activities could be greatly disrupted (e.g. email alerted customers that when new fedex.com launched their login credentials may not be saved as before)

### Content Authoring & Publishing Steps:

- Author edits page\*/component (in production environment) following authoring best practices:
  - Apply/Verify appropriate header and footer
  - Remove/Add components as needed to create planned layout
  - Use components for intended use (use title component for titles & sub-titles, use Pods/Carousel components to create sets of components, etc.)
  - Edit content fields – avoid applying any code to components. GDCM will not publish pages with custom code unless previously agreed upon
  - Populate/Verify all SEO fields (Page Properties, Alt Text, etc.)
  - Populate/Verify all Analytics Tag fields
  - Link to other AEM pages using folder path\*\*
  - Apply assets and content fragments to page via drag and drop functionality (see DAM guide for how to identify, upload or create assets/fragments)
  - Request completed page be pushed to Test Environment – workflow TBD
- Review pages (Production Soft Launch or L6)
  - Content/Imagery
  - Desktop & Mobile Display
  - Links working – correct destination, internal links opening in same tab, external or PDF/image links opening in new tab
  - Images are compressed to < 100mb & 90% quality or greater
  - Page has proper H1, H2 & H3 tags
  - Page/Components function as planned (accordions, carousels, dropdowns, etc.)
  - Redirects are working on test levels (if applicable)
  - Personalization/Testing is working (if applicable)
- Defect Management – work with GDCM team to capture, prioritize, fix and test any technical defaults that impair page/component functionality
- Request Page Publishing – AEM Workflow
  - Task to Counterpart to review for SEO and Content/Design review (receive Content Approval Code)
  - Task to Author to submit for and input Brand and Legal approval information
  - Task to Regional Channel Admin to review, create translation(s), and schedule/publish the page(s) in all applicable languages (translation workflow, processing & billing via Smartling)
- Upon publishing
  - Author to request redirects be implemented in production
  - Author to validate pages are rendering/performing correctly on live site
  - Author to work with other authors to update links on existing AEM pages to point directly to new page (linking at global language master level - & republishing existing pages to update links)

\*Most pages will be created and authored within an English Global Language Master (e.g. English-US, English-APAC). This English Language Master will be source for translations into non-English Language Masters. Language Master pages then cascade down to country “sites” level pages which are published to customers. Language Master pages are not to be published.

\*\*Link to the page that is in parallel structure to the page you are editing – typically Global Language Master. Lower sites level pages will dynamically update the link to direct to correct sites page across multiple countries.