

AEM Blog Publishing

Process

Begins in Wrike with outside requestor submitting request form for a blog article

The requestor will need to fill out:

- Blog Title (Headline)
- Blog Category
- Blog Type
- Author
- Article Description (displays below headline on blog post)
- Meta Description (140-160 characters with spaces)
- Read time (in minutes)
- Publish date
- Image Description(s)
 - Main (hero) image (link if on Brand Asset Library)
 - Any additional images throughout content body
- Bold quote/pull quote
- Body Content

The Wrike request will be routed to the Digital Marketing manager, who will then assign accordingly. Once all article information stated above is delivered, staging of the blog may begin.

Blog images

<https://prd-aem65-auth.corp.global/sites.html/content/cs-corp/en>

Production DAM: <https://prd-aem65-auth.corp.global/assets.html/content/dam>

- Enterprise folder: <https://prd-aem65-auth.corp.global/assets.html/content/dam/enterprise>
 - Use when main (hero) image is on the Brand Asset library (dynamic media)
 - Use when blog author is an Enterprise Leader
 - Use when content body image (or image for another component) is on the Brand Asset Library
- Blog-Media folder: <https://prd-aem65-auth.corp.global/assets.html/content/dam/cs-corporate/blog-media>
 - Use when main (hero) image is not on the Brand Asset Library (dynamic media)
- Blog folder: <https://prd-aem65-auth.corp.global/assets.html/content/dam/cs-corporate/blog>
 - Use when author does not have a bio page
 - Use for content body images not on the Brand Asset Library (“promo” sub-folder)
 - Video cover image
 - Adaptive images
 - Text + Image component

How to upload an image

- Go to the desired DAM folder in which the image will live (Blog Media folder or Blog -> promo folder)
- Select the blue Create button on the top right and select Files from the dropdown menu
- Choose the image you wish to upload
 - Name of the image should have no spaces or special characters and should be all lowercase letters if not a proper noun
 - Images should be less than 100 KB if not utilizing dynamic media (Blog -> promo)
 - <https://compressnow.com/> if image is too large
 - If saving image off of Photoshop, try JPEG med or JPEG low to decrease file size when saving image
- When a few minutes have passed after uploading, refresh page and select the image
- Choose Properties from the top menu
- Enter an image title in Title Image box for alt text (can be same/similar) to file name when uploading
 - When adding an Alt Text it's important to keep it concise (around of 140 characters) yet descriptive.
- Hit Save and Close
- If utilizing dynamic media (Blog-Media folder), select image again and hit SmartCrop
- Adjust image smart crops and hit Save and Close

Blog production

Example blog: <https://prd-aem65-auth.corp.global/editor.html/content/trane-technologies-blog/en/home/our-people/when-a-career-and-saving-the-planet-join-forces.html>

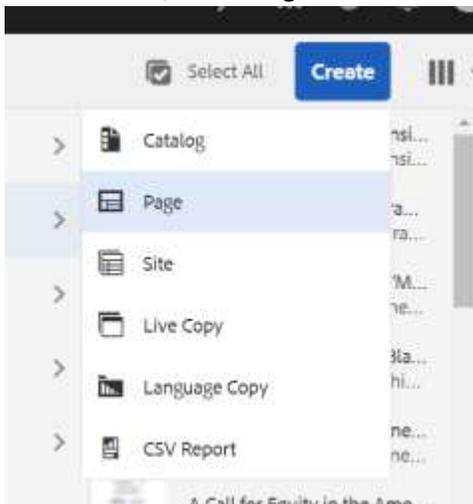


- 1) To begin, find the blog domain on AEM (trane-technologies-blog) located in the menu on the left. Move from English -> Home -> to whatever category the blog will live under.

- a) For example, Our People category is selected here. Make sure to click the whole category (you should be able to see all the blogs under the category). DO NOT select the Our People page (shown below):



- 2) Once under the correct category for your blog, hit the Create button in the top right corner
3) Under Create, select Page



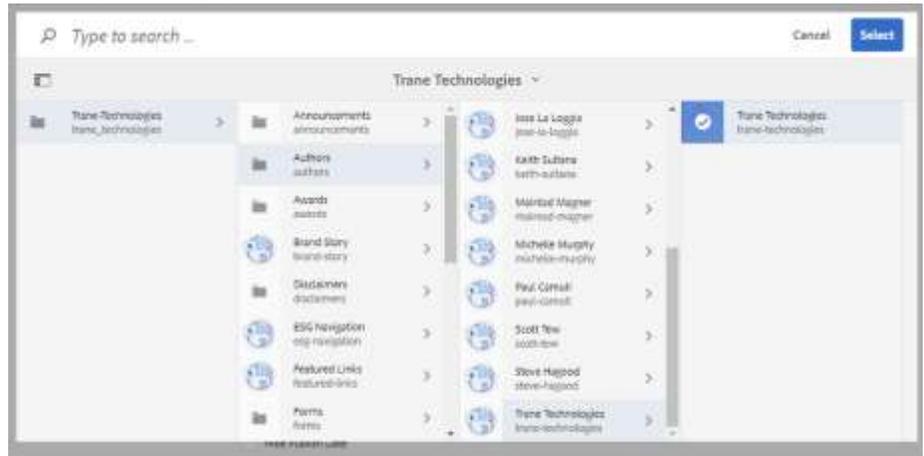
- 4) Choose the page titled "Trane Technologies: Blog Article Page" and hit Next

Page Properties

- 5) Here you will automatically be sent to the page Properties section
- a) Under Basic Properties, fill in the Title, Page Title and Navigation Title with the title of the article
- i) Title will be the URL. Make sure it is not too long (may need to condense here). Can fully fill back in later.

- (1) Title: Why We Boldly Go: When a career and saving the planet join forces, good things happen
 - (a) Shortened to: When a career and saving the planet join forces
 - (i) Reason: shorter and easier to read URL. Will add back in full title shortly
 - (2) Page Title: Career and Planet Join Forces
 - (3) Navigation Title: Why We Boldly Go: When a career and saving the planet join forces, good things happen
 - b) Under Blog Properties tab, select the Content Category by hitting the check mark (Selection Dialog) to the right of the box and selecting the appropriate category from the list provided. Repeat same process for Content Type. Also, select the article Publish Date
- 6) Hit the Create button in the top right corner, and then select Done
- a) If you do not fill out the required properties fields as noted above, the Create button will be grayed out
- 7) Select your newly created article under the appropriate category and from the top horizontal menu, select Properties again.
- a) Basic tab
 - i) If previously shortened Title for the URL, now replace with full article title
 - (1) Why We Boldly Go: When a career and saving the planet join forces, good things happen
 - ii) Ensure Page Title is 40-60 characters. If more, condense.
 - iii) Copy and paste meta description into Description box (140-160 characters)
 - b) Blog Properties tab
 - i) Copy and paste article description into Override Description box
 - ii) Select the article image from the DAM (<https://prd-aem65-auth.corp.global/assets.html/content/dam>) by hitting the Selection Dialog (checkmark) to the right
 - (1) /content/dam/cs-corporate/blog-media/Dominque-Silva-positive-impact.jpeg
 - iii) Select the article author from the DAM by hitting the Selection Dialog (checkmark) to the right and clicking the Authors folder
 - (1) /content/experience-fragments/trane_technologies/authors/trane-technologies/trane-technologies

(2) Make sure to click through the author parent page to select the furthest option (child page) as shown below:



iv) Select appropriate Read Time

8) Select Save and Close

URL Best Practice

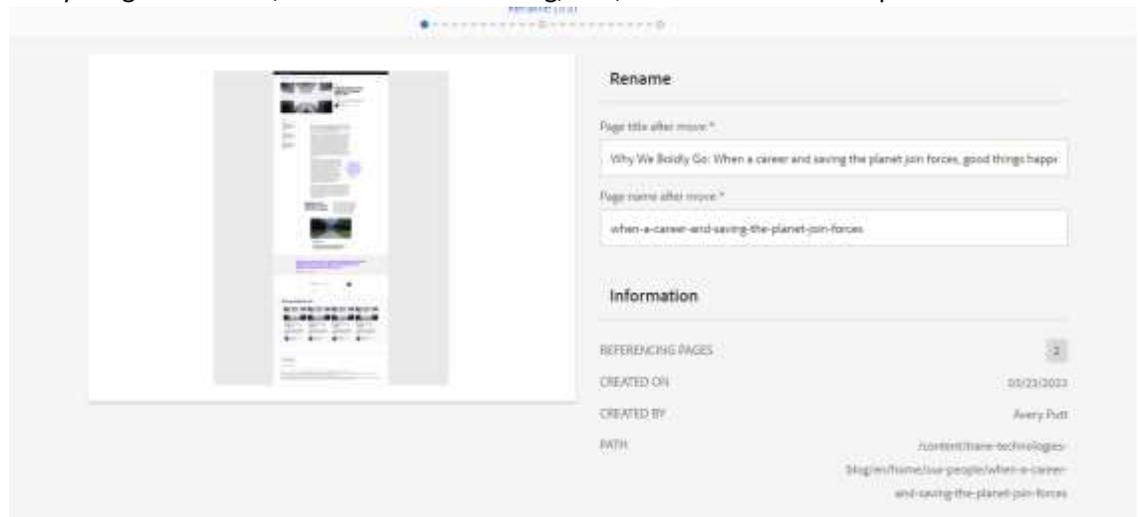
- a) Select your newly created article again and read article information that pops up to the right- look for Name

The screenshot displays a content management interface. On the left, a list of articles is shown with their titles and truncated descriptions. The article 'Why We Boldly Go: When a career and saving the planet join forces, good things happen' is selected, indicated by a checkmark icon. On the right, a detailed view of this article is shown, including a thumbnail image and a metadata table.

Title	Why We Boldly Go: When a career and saving the planet join forces, good things happen
Name	when-a-career-and-saving-the-planet-join-forces
Template	Trane Technologies: Blog Article Page
Modified	Mar 24, 2023
Modified By	Avery Putt
Page Title	Career and Planet Join Forces
Navigation Title	Why We Boldly Go: When a career and saving the planet join forces, good things happen
Description	At Trane Technologies, we strive to create a lasting, positive impact on our planet. Dominique illustrates how great people and technology can change the world.
Language	English
Published	Mar 30, 2023
Published By	workflow-process-service

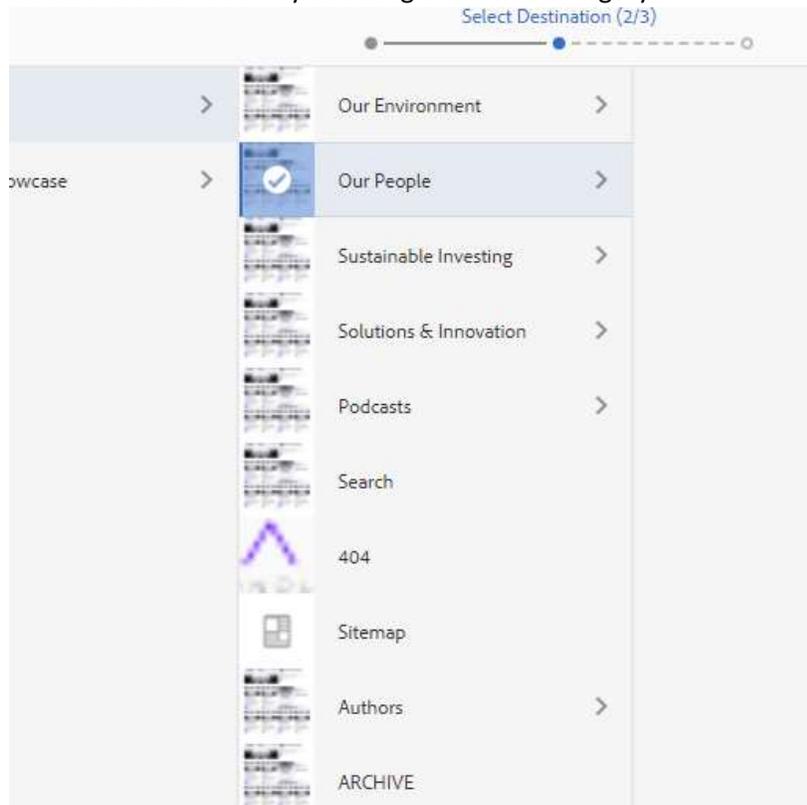
- b) Name is the URL. Ensure that each word is separated by a “-“. There should be no double “—“. The URL should not end with a “-“.

c) If anything is incorrect, the URL is still too long, etc., hit Move from the top menu bar



d) Fix the URL in the **Page name after move** box, and hit Next

e) Select the destination by selecting the article category



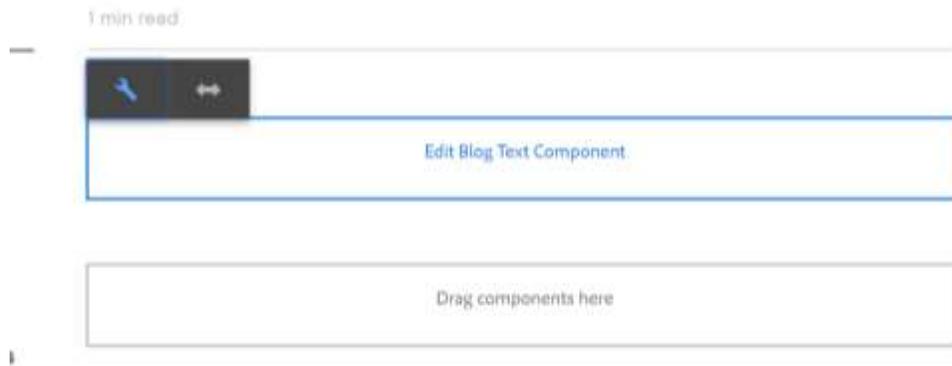
and hit Move

f) Confirm move

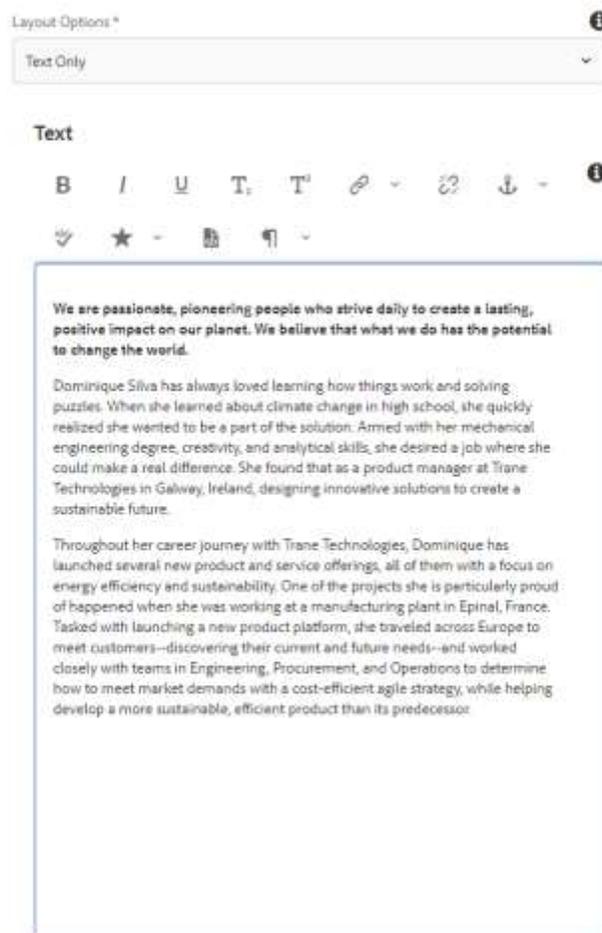
Editing blog

9) Now back to the main screen, once again select the article and hit Edit from the top menu bar. Here is where you will add in all of the body content for the blog

10) Click the box titled Edit Blog Text Component and click on the wrench (Configure)



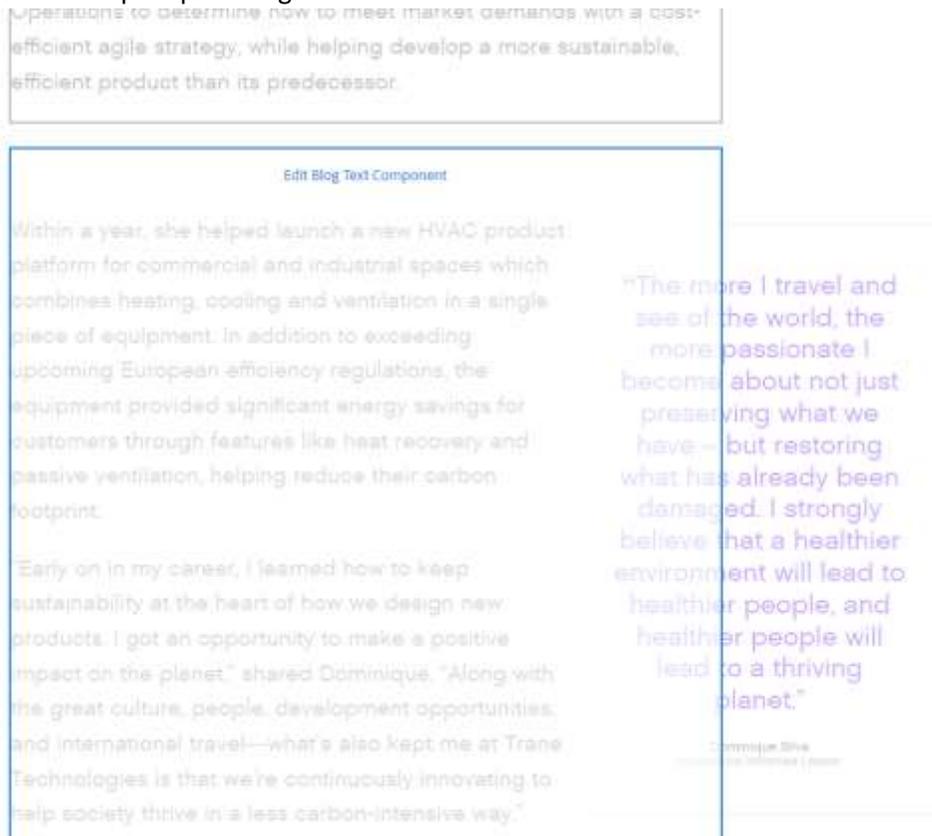
11) Add the content text supplied by the article requester



Depending on the structure of the content provided, there may be instances where the body content will need to be broken up into multiple components. In this blog, there is a pull quote after the third paragraph. In this case, fill in the text up until where you wish the pull quote to start. Then save by hitting the checkmark in the top right corner.

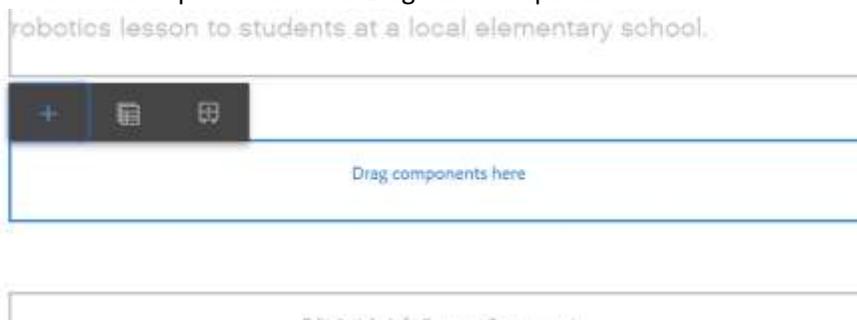
Pull Quote

12) Here is where the pull quote begins:



You want the body of content beside the pull quote to only be the length of the pull quote. This may take some trial and error.

13) To add a pull quote, select the plus sign to add a new component under the text box you just completed. The component is titled Blog Text Component



14) Click on the wrench to begin configuration

15) Under Layout Options, select Quote



- 16) Add in the body content text that you wish to appear beside the pull quote (to the left)
- 17) Scroll down to the section titled Quote and add in the pull quote, attribution name, and attribution title

Quote

Attribution Name ⓘ

Attribution Title ⓘ

Quote ⓘ

T **T** **2** - **22**

"The more I travel and see of the world, the more passionate I become about not just preserving what we have - but restoring what has already been damaged. I strongly believe that a healthier environment will lead to healthier people, and healthier people will lead to a thriving planet!"

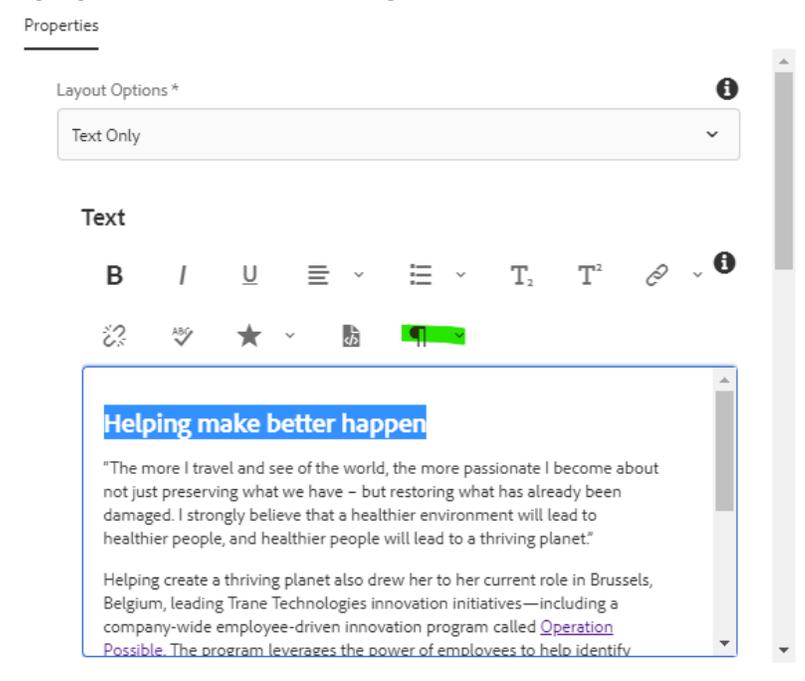
18) Save by hitting the checkmark in the top right corner

19) Again, do your best to align the end of the pull quote with the end of a paragraph or sentence in the body content text that appears beside it. Once aligned as close as you can, add a new Blog Text Component to continue on with the rest of the body content

Subheadings

20) For subheadings within the body content, follow the same steps as outline starting at #12

21) Highlight the desired subheading:

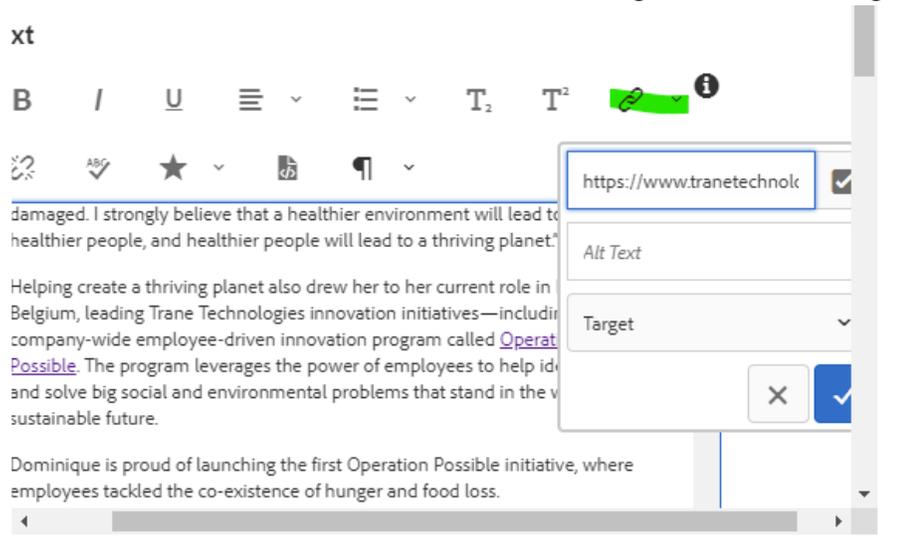


and select the paragraph icon on the menu under Text (highlighted in green)

22) From the drop down menu, select Heading 2

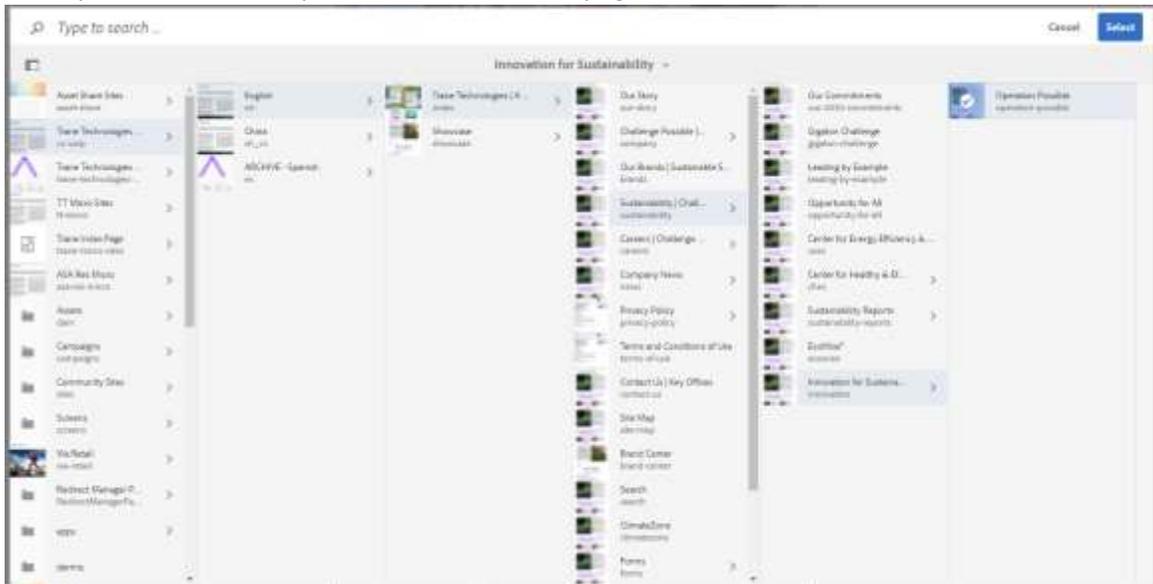
Hyperlinked text

23) For text that is hyperlinked, make sure that the indicated URL begins with https://. If the URL is driving to a site that is outside of the Trane Technologies domain or is a pdf, choose the target to be New Tab. If the site is within the Trane Technologies domain, the target should be Target



24) For the hyperlink here, it is driving to the Operation Possible page within the Trane Technologies domain. When the hyperlink is driving to a page within our domain, select the boxed checkmark to the right of the URL box.

25) Here, you will follow the path to the desired site page:



26) Once at the final site destination, hit Select

Other common blog components (see for more details):

- Adaptive Image <https://showcase.tranetechnologies.com/en/showcase/adaptive-image.html>

Technologies is that we're continuously innovating to help society thrive in a less carbon-intensive way."



Helping make better happen

- Blockquote <https://showcase.tranetechnologies.com/en/blog-showcase/blockquote.html>

global trade compliance, human rights and more.

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Our supplier partners bring a lot to the table for our mutual benefit—their drive to innovate and create value, desire to continuously improve, and constant attention to quality. "

Kathryn Salmons
Senior Vice President, Supply Chain and Operational Services, Trane Technologies



- Video (<https://showcase.tranetechnologies.com/en/showcase/video.html>)
harnessed from an employee, developed into a sustainable solution with the potential to help many underserved communities.



[Read the video transcript](#)

Collaboration at all levels

- Button (<https://showcase.tranetechnologies.com/en/showcase/button.html>)
establish the connections, distribution strategies and funding models to deliver at scale.

If you are interested in joining forces with us to expand the reach and potential of this social innovation, the Cooling Cart, we'd love to hear from you. →

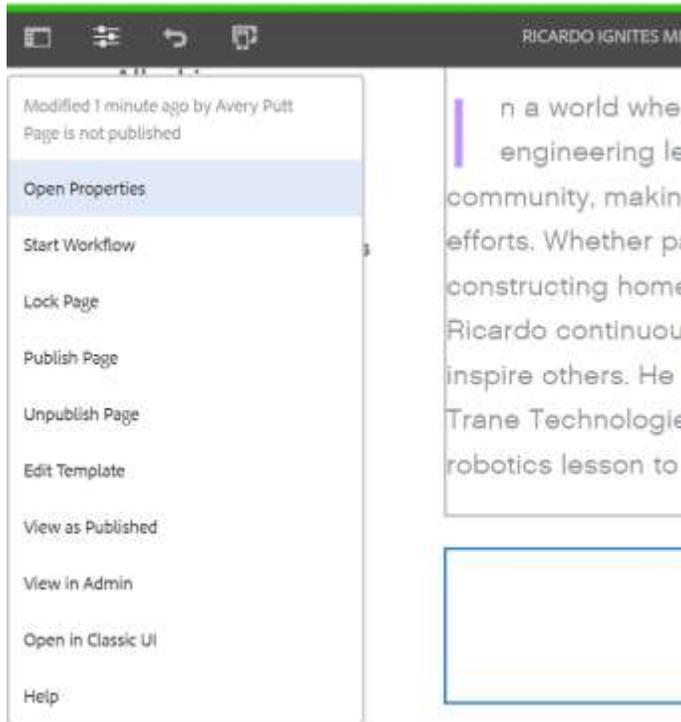
Trane Technologies

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Publishing

- 27) When finished staging the components with all provided content, select View as Published to check your work from the Page Information drop-down located in the top left corner of the page

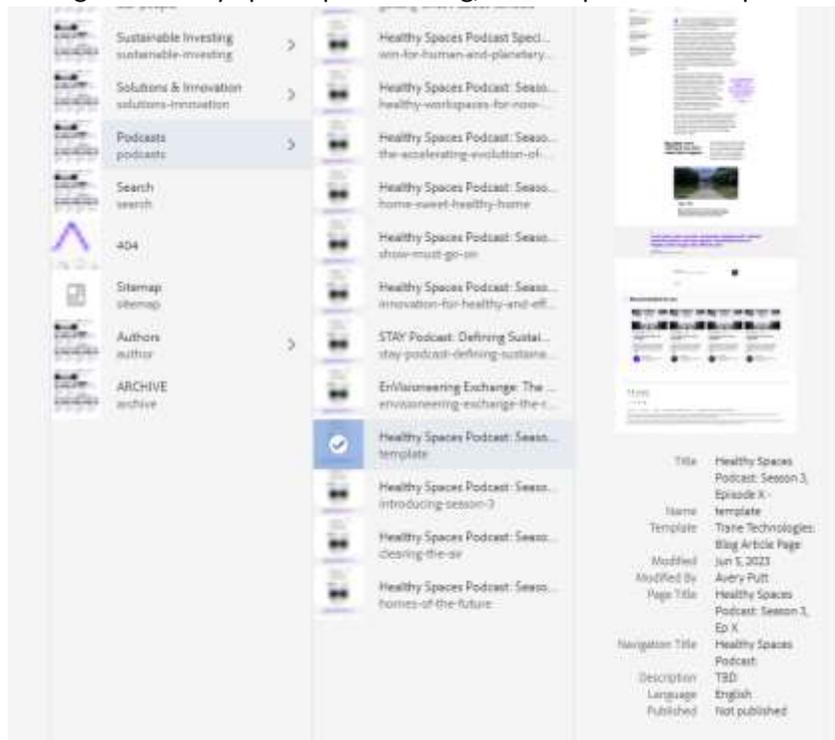


You can also Open Properties from this menu as well if you need to make any future changes there

- 28) When satisfied with the page, select Publish Page from the same drop-down menu as the previous step if you wish to publish immediately
- 29) If you wish to schedule the blog article to publish at a later date, exit to the main screen and select the article.
- 30) Hit Manage Publication from the top menu bar
- 31) Select Later for Publishing and indicate the date and time you wish for the article to be published
- 32) Hit Next
- 33) Under the scope section, you will see the blog article that you are indicating to publish later. Hit Next again
- 34) For Workflow title, fill in some words to indicate what article you are publishing
 - a) Article title works fine here
- 35) Select Publish Later

For Podcast blog articles

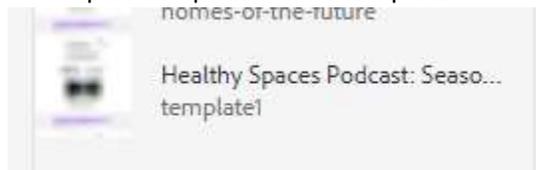
36) To begin a Healthy Spaces podcast blog, use the provided template



37) To use copy template, select the article and hit Copy from the top menu bar

38) Make sure the Podcast category is highlighted, but not selected. Hit Paste from the top menu bar (beside Create)

39) The copied template will be template1



40) Adjust Page Properties with the information for your podcast blog, and make sure to Move (rename URL and page title)

a) Steps outlined under URL Best Practice section

Embed code

41) When Editing the podcast blog article, hit the wrench (configure) for the embed code component

42) Delete everything that is already provided in Text Entry from the template



43) Copy and paste the new embed code that was provided by the content team (requester)

44) Hit checkmark to save

Closing process

45) Back in Wrike, under the Stage webpage and retrieve confirmations and approval for publishing

- a) This is where you will provide screenshots of the staged blog to the requester to ensure everything is correct
- b) Once approval is received, mark the task as complete
- c) Once the blog is published, mark the Publish task as complete
 - i) Within the Publish task, add in the final URL destination to the live blog article.
This URL will also be requested earlier for social posting.

(1) You can provide the URL without it being published yet by appending the new blog url to this format

(a) *https://blog.tranetechnologies.com/en/home/category/specific-article-url.html*

46) At this point, all tasks within the Wrike project should be marked as complete

47) Back out to the main Wrike project task for this request, and also mark that as Complete

48) Move the entire Wrike project into the Cancelled or Completed Wrike folder

- a) Move into correct year within folder