

Acquia
EXPERIENCE DIGITAL FREEDOM

THE ULTIMATE GUIDE TO ACQUIA SITE STUDIO

**Empowering Anyone On Your Teams to
Build Webpages Faster and Easier**



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INTRODUCTION

BUILDING ON-BRAND WEBSITES DOESN'T NEED TO TAKE SO LONG OR COST SO MUCH

A growing number of today's organizations face a common challenge.

While customers' expectations for high-quality digital content continue to grow, teams are often asked to develop and publish that content in less time, with fewer resources.

So, how can they meet these growing demands?

One way is to enable more members of those teams – including content marketers, product marketers, event marketers, and other business users – to contribute to the content delivery process more easily.

Acquia Site Studio helps make this happen.

WHAT IS ACQUIA SITE STUDIO?



Acquia Site Studio enables anyone in your organization to build Drupal webpages through a low-code, visual interface.

To be clear, Drupal websites still require developer intervention across multiple stages of a project. Key steps within a workflow where a developer is required include:

- // **Setup and implementation**
- // **Building reusable components for other users to leverage**
- // **Maintaining the back end of your site (like updates, compliance, and security)**

But once reusable components have been established, other users don't need to have extensive coding knowledge to create rich, immersive content with Acquia Site Studio.

Site Studio enables people with minimal coding skills – which may include designers, marketers, and content editors – to leverage reusable components to more easily build, edit, and manage the webpages they work with. This empowers organizations to launch Drupal websites faster, while still offering unprecedented creative freedom, brand consistency, and governance.



WHO IS SITE STUDIO FOR?



Acquia Site Studio is available to Acquia customers and partners using Drupal 9 (and soon Drupal 10). Site Studio is designed for:



MARKETERS AND CONTENT EDITORS

Site Studio makes it easier than ever for content editors to simply browse to a webpage they want to update and edit both the content and settings directly on the page. Need to rewrite a header? Swap an image with a text box? Embed a video? Rearrange the components in a layout? No problem. It can be done in seconds. Using only a visual interface, all users can easily add or rewrite text, and change fonts, styles, colors, or images. They can also create new pages using components or page templates from their library.



SITE BUILDERS

Site Studio enables site builders to build Drupal websites end to end, as well as create the editing experience for their content and marketing teams. Using Drupal's low-code interfaces for site configuration and Site Studio's low-code theming tools, site builders can create everything from the content architecture to the templates and styling.



BRAND MANAGERS

Using Site Studio's templates, brand managers can ensure that your organization's branding and design aspects are followed completely. Define headers, footers, and other sitewide elements — then anyone on your team can easily assemble them into a page.

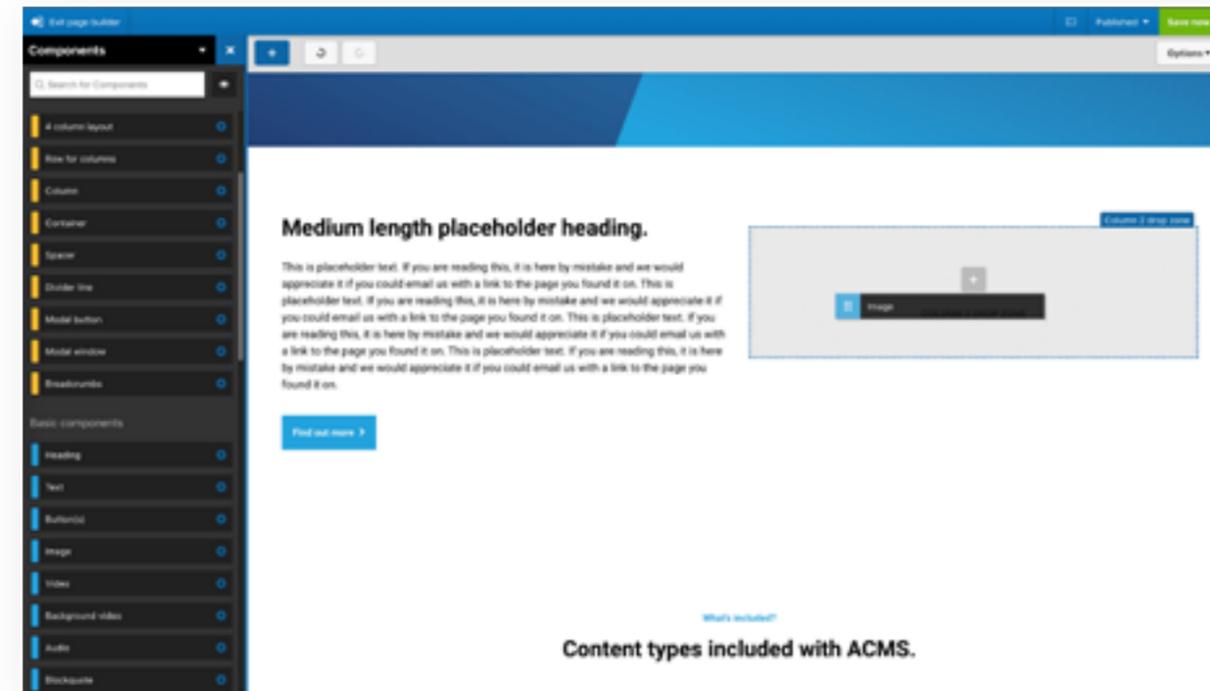
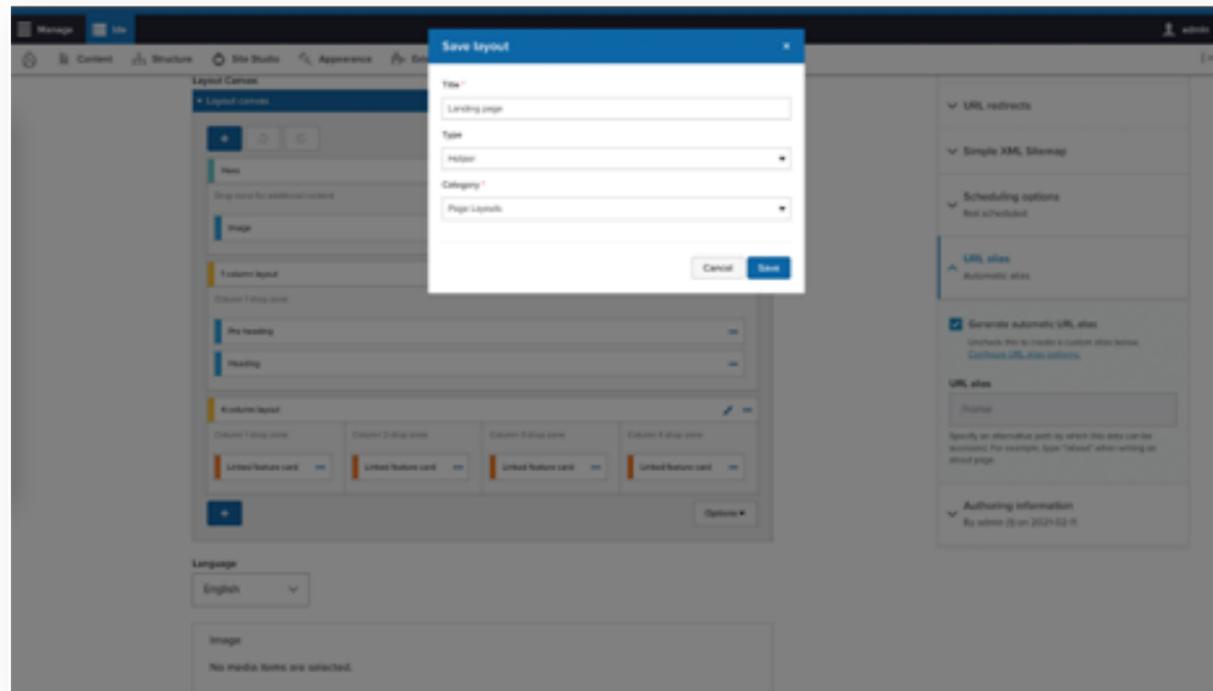
If you manage a large enterprise with multiple brands in multiple regions, you can easily create sub-brand versions of your sites at a local-market level. There can be stylistic differences between sites, but essential brand elements will remain consistent.



IT TEAMS AND DEVELOPERS

Site Studio will offload content creation and updates from Drupal developers to the content authors. This frees up developers to focus on more complex, valuable activities, such as e-commerce, application building, business integrations, business rules, and functionality. The result is more developer time spent on high-value areas of the business.

***WHAT MAKES
SITE STUDIO SO
EASY TO USE?***



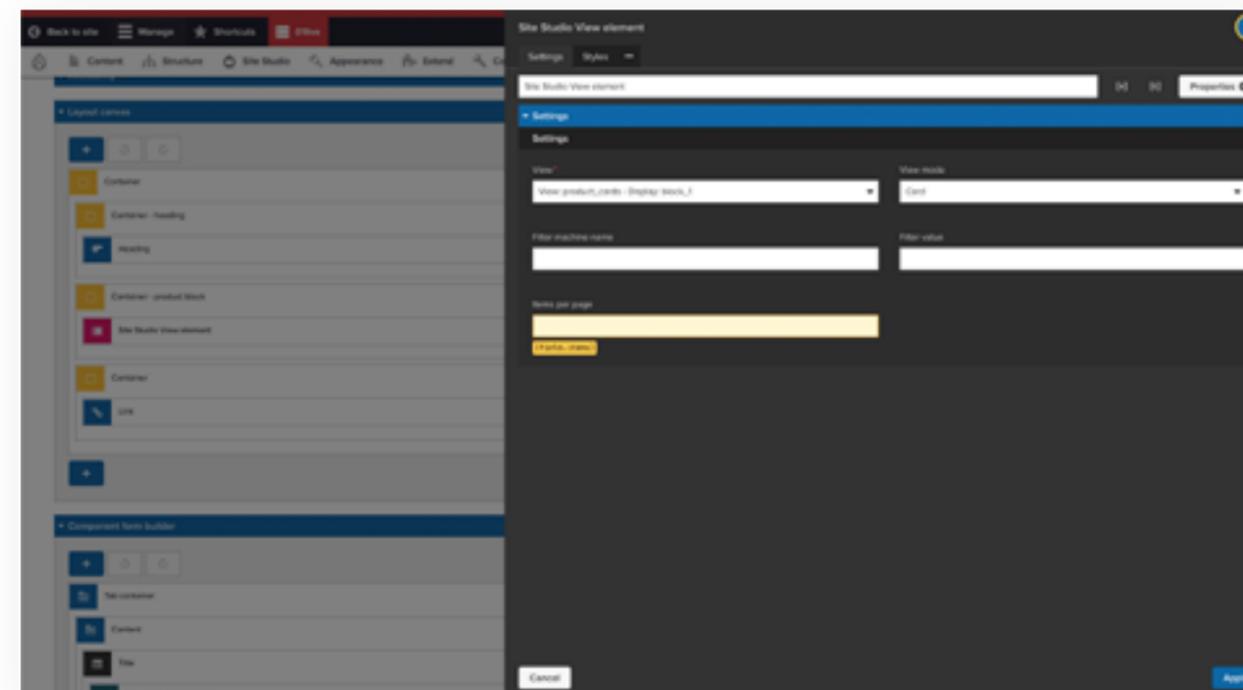
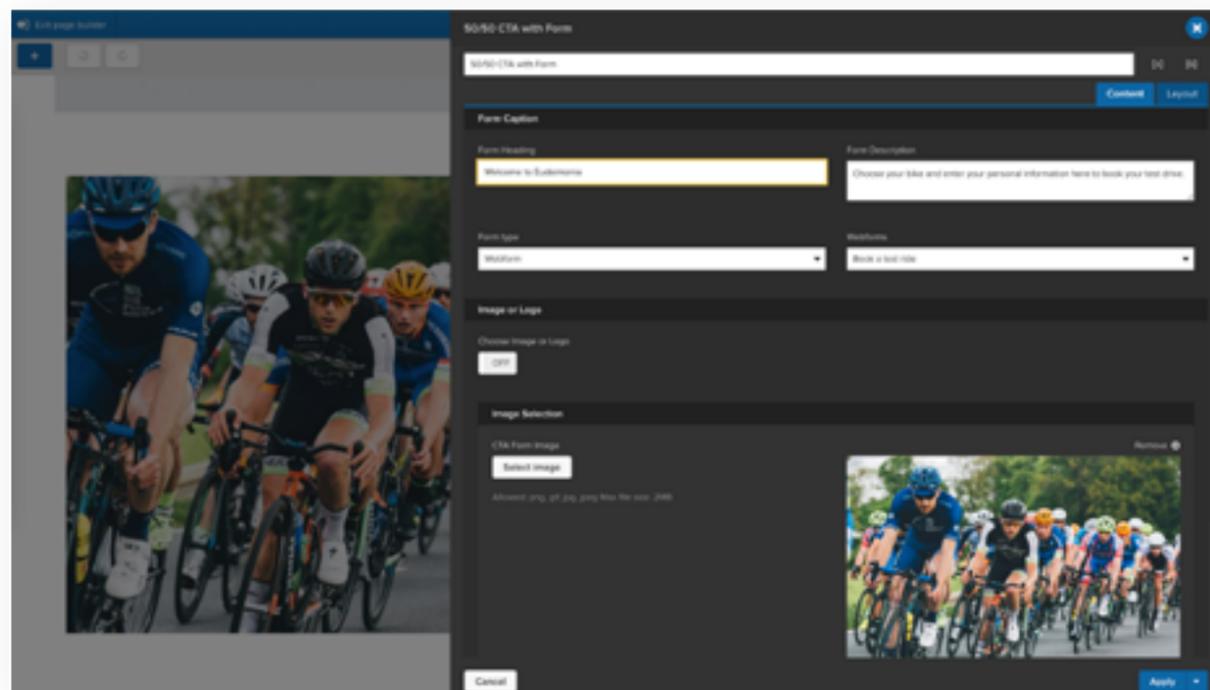
REUSABLE COMPONENTS

With Site Studio, page builders have the ability to reuse components and helpers on an individual website, allowing you to quickly and easily synchronize brand styles, components, and templates. Additionally, if you apply changes to a reusable component in your library, all instances of that component update automatically. This can be a big time-saver when building out new pages.



DRAG-AND-DROP INTERFACE

Acquia Site Studio uses a simple, intuitive drag-and-drop interface that provides all the power of coding without having to actually write code. Marketing and content teams can create pages, update layouts, and edit content without the need for any technical help. To be clear, even with Site Studio, there will be certain points in the process of building and maintaining a website where a developer is needed. For instance, you'll need a developer to implement Site Studio itself and build reusable components. However, once the components have been built, your content authors, designers, and site builders can create content and pages using Site Studio's out-of-the-box functionality and its simple visual interfaces.



BESPOKE EDITING

This low-code approach also allows site builders to create a customized editing experience for marketing and content teams. A centralized, permission-based approach to all parts of the website makes it easy to manage brand compliance globally, even across large, disparate digital estates. Site builders can also designate which content is not editable, such as legal disclaimers, standardized boilerplates, brand elements, and so on.



CUSTOM COMPONENTS

With Custom Components, first introduced in Site Studio 6.9, developers can choose to create components with code, rather than using the low-code tools. This allows developers to create components using their preferred approach, whether it's PHP and Twig, JavaScript and React, or another library, to achieve full flexibility and accessibility. Custom Components also extend Site Studio to meet the demands of your specific project or use case, depending on your defined requirements.

CASE STUDY

HOW SITE STUDIO ENABLED ZSCALER TO REDUCE COSTS, BOOST PRODUCTIVITY, AND EXPEDITE TIME-TO-MARKET

Zscaler solutions help protect thousands of customers from cyberattacks and data loss. Like many businesses, Zscaler found that many of its business units depended heavily on the marketing team to engage and build customer relationships. Leadership understood the need to empower stakeholders across business units with a dynamic, flexible tool that would let them make changes on the fly while maintaining brand consistency.

The Zscaler web marketing team introduced Site Studio, which lets multiple teams across the marketing organization make meaningful changes to the website. Through its unique interface, Site Studio enables authorized stakeholders across Zscaler to interact with target audiences and make changes directly to the site. Because other teams can handle so many of their own requests, the web team is freed up to focus on making more complex changes across the whole site far more quickly and easily.

Some of the benefits Zscaler has realized since deploying Site Studio include:

- ✓ **Decreased costs by 80%**
- ✓ **Boosted productivity by 400%**
- ✓ **Cut time to market by 75%**
- ✓ **Enhanced governance**
- ✓ **Reduced the need to create and deploy multiple new templates**



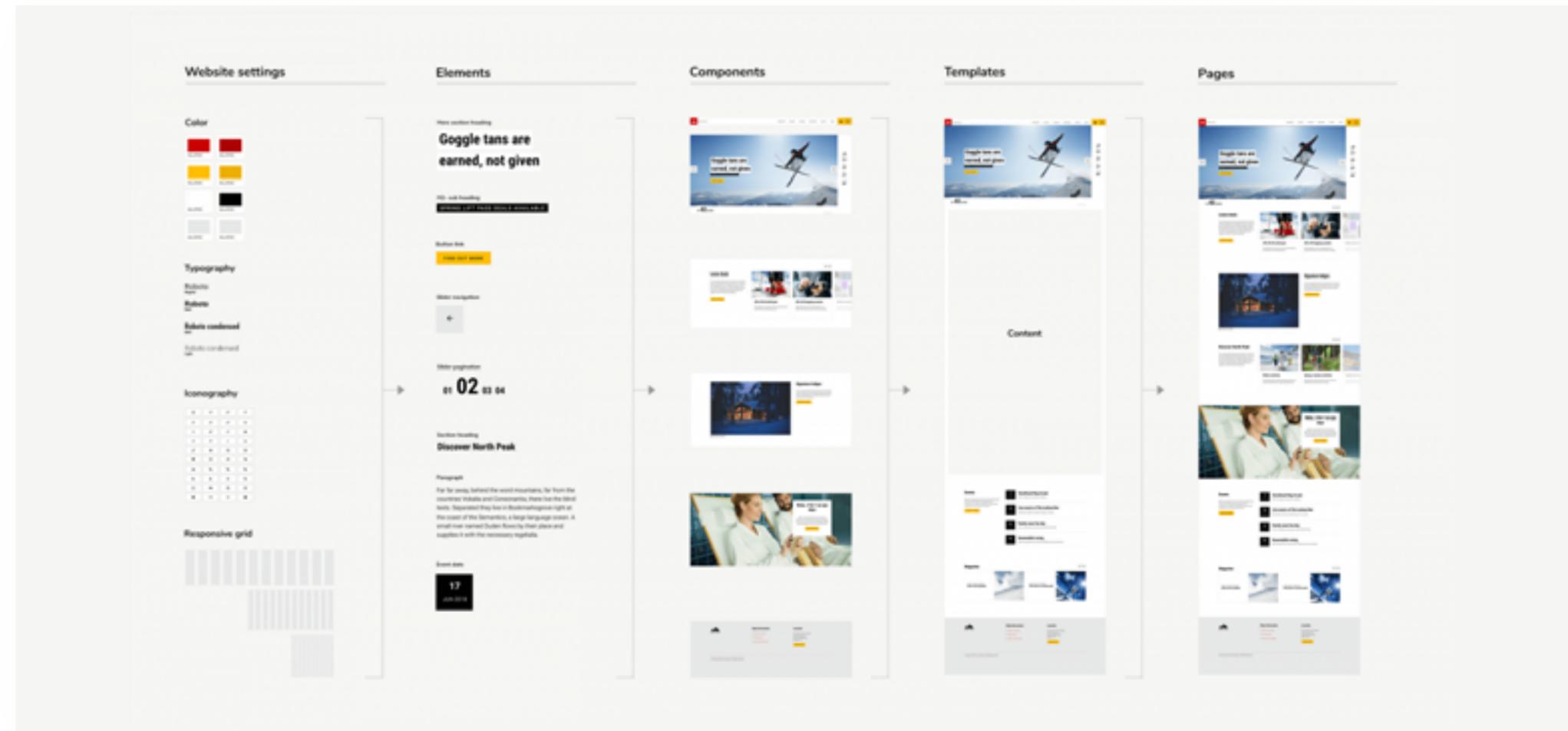
***HOW DOES SITE
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COMPONENT-BASED DESIGN APPROACH

Components are reusable assets that contain the layout, style, functionality, and editing experience to be used by editors on webpages. Component-based design systems allow you to create one digital asset and then reuse it as many times as you want. So, rather than designing page by page, you break a design down into smaller component parts. Individually these can be quite simple. But when combined together they create effective, intricate pages and sites. At the heart of component-based design is this philosophy: Create once, use everywhere.

Component-based design creates a shared general knowledge of the components available to designers, developers, and project managers. It also helps reinforce a more consistent design and UX, which allows teams to create new digital products faster and minimize time spent redesigning and rebuilding similar components.



COMPONENT LIBRARIES

Acquia Site Studio includes a library of elements, ranging from basic HTML elements to sophisticated interactive devices. Using the low-code component builder, site builders can use the elements to build a library of components

for their marketers and content editors. Once built, the library of components (or even individual components) can be exported, along with their dependencies, as a package using Site Studio's package management system.

These packages can be used in your deployment workflow, or to create a living design system to accelerate the build of new projects, while remaining on brand.

CREATED FOR TEAMS THAT NEED TO BUILD WEBPAGES FASTER AND MORE EASILY

Want to leverage the power of Drupal along with a low-code site-building approach? Look no further than Acquia CMS.

Acquia CMS is a composable, hybrid, open source CMS – powered by Drupal and optimized for the Acquia platform – that enables you to manage digital content and experiences with ease.

As you get started with Acquia CMS, you will have access to the Acquia CMS Enterprise Low-Code Starter Kit.

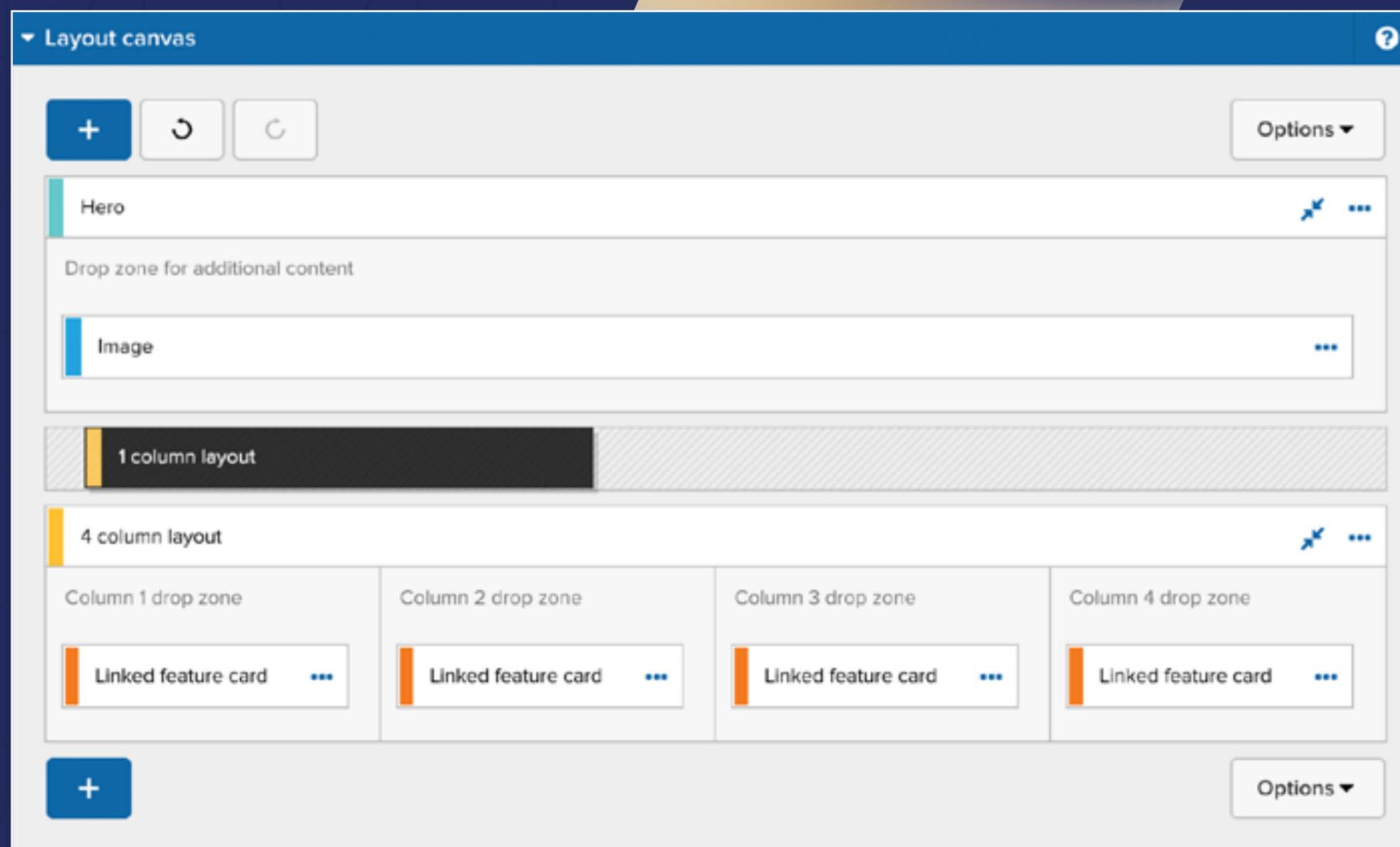
This includes Site Studio and a Site Studio UI Kit, along with recommended community modules, content models, and Acquia CMS Common. Before you create and manage a site, you must understand the fundamentals of Site Studio, but together, Acquia CMS and Site Studio make for a powerful combination.

The Acquia CMS Enterprise Low-Code Starter Kit enables content authors, business users, and marketing teams to leverage the power of Drupal faster by providing a starting point anyone can use to begin building out content and pages with ease.

CONCLUSION

WHAT ARE YOU WAITING FOR?





As outlined here, Acquia Site Studio is an intuitive site builder that anyone on your team is able to use. Its revolutionary low-code, visual method of building Drupal websites is a complete game-changer for organizations, enabling them to launch their sites faster while still remaining 100% brand-compliant.

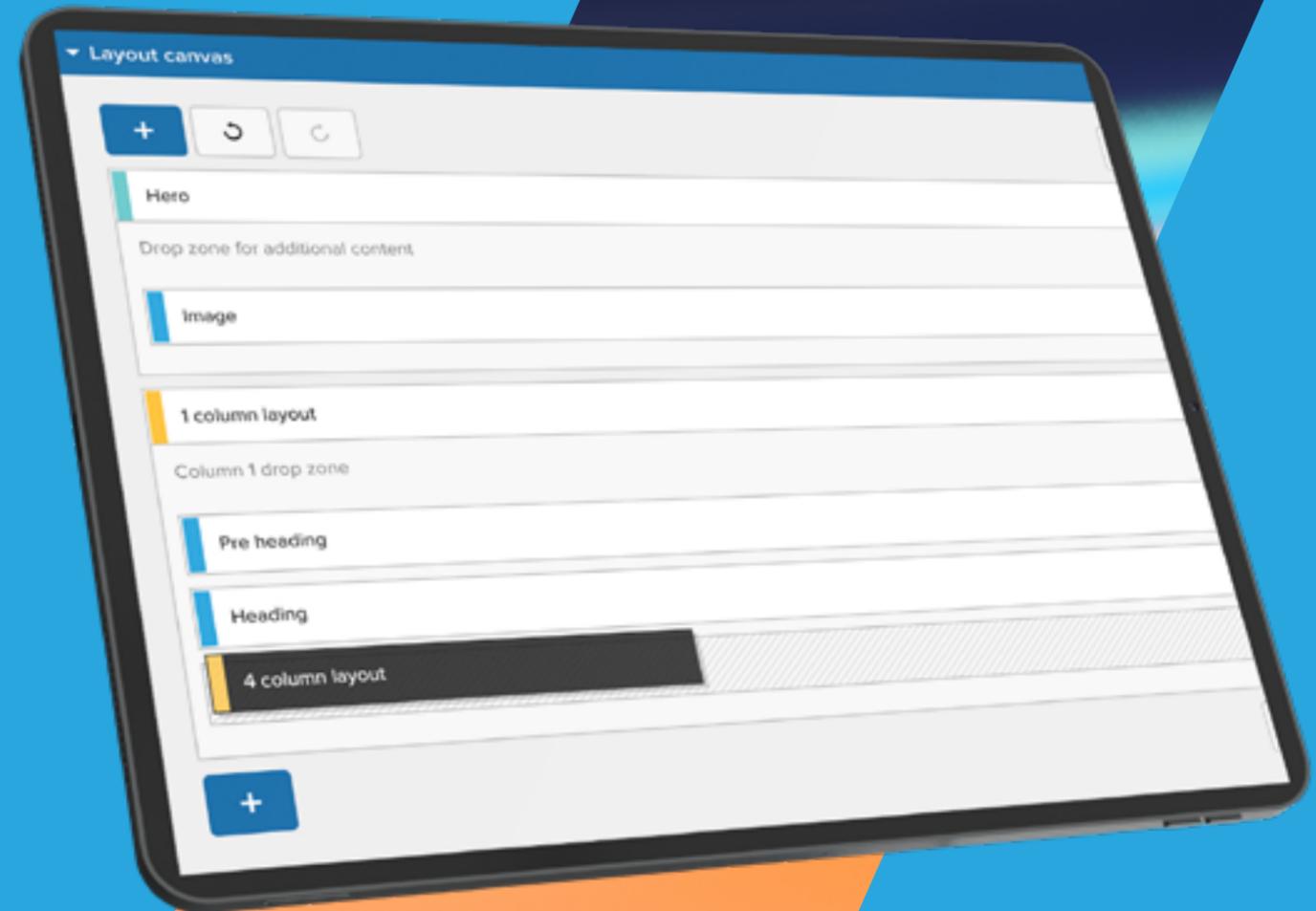
With Acquia Site Studio, marketing, design, and development teams can work together more efficiently to achieve true agile marketing.

This enables your team to deliver exceptional digital experiences to your customers.

TEST DRIVE ACQUIA SITE STUDIO YOURSELF

Empower anyone in your organization to create a page or make changes to an existing page using Acquia Site Studio. This low-code, visual-based approach with an easy-to-use drag-and-drop interface will help you quickly and easily build landing pages, event pages, or whatever your organization needs to deliver exceptional customer experiences.

REQUEST A SANDBOX



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ABOUT ACQUIA

Acquia empowers the world's most ambitious brands to create digital customer experiences that matter. With open source Drupal at its core, the Acquia Digital Experience Platform (DXP) enables marketers, developers and IT operations teams at thousands of global organizations to rapidly compose and deploy digital products and services that engage customers, enhance conversions and help businesses stand out.

