Install the Yext-AEM integration

In order to install the Yext-AEM integration, please follow the below instructions:

1. Log in to your Yext account and navigate to the App Directory page
2. Locate and click on the Adobe Experience Manager app
3. Read the app listing and identify your preferred implementation method: self-serve or a custom build
4. For self-serve implementation, follow the instructions below to add Yext Knowledge Tags to your AEM website
5. For a custom build, please contact your Yext representative

Add Knowledge Tags to your AEM website

Yext Knowledge Tags allows you to add schema as well as easily sync entity information from Yext to your AEM-built website.

> Note: In order to optimize the SEO benefits of Knowledge Tags, make sure that the following fields are populated with data in the Knowledge Graph: Name, Address, Phone, Photo Gallery (with at least one photo), Website URL, Hours, and Category.

To add Knowledge Tags:

1. Click **Pages** in the top navigation bar.
2. Click on the **Knowledge Tags** sub-tab.
3. Click on the **Add Knowledge Tags to Website** button. A dialog box appears.
4. Add Schema Markup.
   a. Click on the **Select Entity** button and select the desired entity.

b. Obtain the Script Tag and add it to the source code of the desired webpage, ideally at the end of the <head> tag.

   i. To easily obtain script tags for each of your entities, replace the numbers after **location_id=** or **event_id=** with the relevant Store ID or Event ID.

   ii. To create one script tag for one webpage that includes multiple entities, add multiple Store IDs to the script in the following format:

   <script async src="https://knowledgetags.yextpages.net/embed?key=SECRETKEY&account_id=ACCOUNTID&**location_id=<STORE_ID1>&location_id=<STORE_ID2>**" type="text/javascript"></script>

   OR

   <script async src="https://knowledgetags.yextpages.net/embed?key=SECRETKEY&account_id=ACCOUNTID&**event_id=<EVENT_ID1>&event_id=<EVENT_ID2>**" type="text/javascript"></script>

BEST PRACTICE

The schema should match the visual content on the page. Schema should be added to pages on your website where the primary purpose is to showcase a location, person, or event (e.g., pages that include name, address, phone number, hours, map).

5. Set up Knowledge Sync.

   a. Obtain embed codes for the fields you would like powered by the Yext Knowledge Graph. To view additional entity fields, click on the **More Fields** link.

b. Add the embed codes wherever you would like them to appear on your website.

6. Verify that schema was installed correctly.

    a. Visit Google's Structured Data Testing Tool.

    b. Enter a URL into the text box, and click **RUN TEST**.

        i.   Click on the **Scan URL** button and enter the URL of the web page to confirm that the installation was successful.

        ii.   Note: If schema is successfully installed, you will see your entity information listed in the right panel of the Google Structured Testing Tool.