

# € TRAINING

Mastering Sitecore





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## Introduction:

This training program is designed to equip participants with advanced knowledge and practical skills in developing, managing, and optimizing websites using the Sitecore Experience Platform. It empowers them to effectively utilize Sitecore's capabilities for creating personalized and dynamic web experiences.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the core components and architecture of the Sitecore Experience Platform.
- Develop and manage content effectively within Sitecore.
- Implement advanced features such as personalization and marketing automation.
- Optimize website performance and user experience using Sitecore tools.
- Troubleshoot and maintain Sitecore websites to ensure high availability and reliability.

## Targeted Audience:

- Web Developers.
- Content Managers.
- Digital Marketing Professionals.
- IT Professionals involved in website management.

## Program Outline:

### Unit 1:

#### Introduction to Sitecore:

- Overview of the Sitecore Experience Platform.
- Core components and architecture of Sitecore.
- Installing and configuring Sitecore.
- Introduction to Sitecore content management.

- Case studies on successful Sitecore implementations.

## Unit 2:

### Sitecore Content Management:

- Creating and managing content in Sitecore.
- Understanding Sitecore templates and layout.
- Utilizing Sitecore's media library.
- Workflow management and content approval processes.
- Best practices for content organization and SEO.

## Unit 3:

### Advanced Sitecore Development:

- Developing custom components and modules.
- Implementing Sitecore MVC and Razor views.
- Using Sitecore API for advanced functionality.
- Configuring and using Sitecore Experience Editor.
- Troubleshooting common development issues.

## Unit 4:

### Personalization and Marketing Automation:

- Introduction to Sitecore Experience Marketing.
- Setting up and configuring personalization rules.
- Using Sitecore Marketing Automation tools.
- Implementing A/B testing and multivariate testing.
- Case studies on effective personalization strategies.

## Unit 5:

### Optimization and Maintenance:



- Performance tuning and optimization techniques.
- Implementing caching strategies in Sitecore.
- Monitoring and analyzing site performance.
- Regular maintenance tasks and best practices.
- Planning for Sitecore upgrades and migrations.