

Sitecore XM/XP for Content Authors

OEM: Sitecore • Code: SITECORE_XM_XP_FOR_CONTENT_AUTHORS

COURSE DESCRIPTION

The Sitecore XM/XP for Content Authors course (previously named Sitecore XM/XP for Business Users) is designed for Content Authors, Marketers, Designers, and business users who want to learn about Sitecore XM/XP 10's content editing features and how to preview and publish content for their website. In this course, you will participate in hands-on labs to gain familiarity with Content Editor, Experience Editor, workflow management, and Personalization. This course provides a foundation for marketers who will be attending the Sitecore XP for Marketers course.

AUDIENCE PROFILE

- This section doesn't contain any content.

PREREQUISITES

- This section doesn't contain any content.

COURSE OBJECTIVES

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

- Create, modify, and manage website content.
- Change the layout of a webpage with the Experience Editor.
- Change the content of a webpage with Content Editor and Experience Editor.
- Work with multimedia in the Media Library.
- Validate content for spelling, required data, and compliance.
- Use workflows.
- Publish content.
- Preview webpages in the Experience Editor Preview mode.
- Use rules-based personalization to increase the relevance of the content.

COURSE OUTLINE

Module 1: Course Outline

- Understanding Sitecore Digital Experience Platform
- Content Management in the Experience Editor
- Content Management in Content Editor
- Managing Media
- Publishing & Workflow
- Digital Experience Marketing - Personalization