

SitecoreAI CMS for Marketers

OEM: Sitecore • Code: SITECOREAI_CMS_FOR_MARKETERS

COURSE DESCRIPTION

The SitecoreAI CMS for Marketers course is focus on creating, editing, and managing polished and personalized web pages and content using Sitecore latest SitecoreAI CMS Pages editing features. This course is designed to give learners the hands-on experience needed to work with corporate website content using SitecoreAI as a modern digital content management system (CMS). By working through labs, live demonstrations, questions, and answers sessions, learners will be able to deliver timely, engaging, and personalized experiences to their company website visitors.

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:

- Identify the capabilities and features of SitecoreAI CMS.
- Navigate the SitecoreAI CMS Pages user interface.
- Describe how to create and edit page content with SitecoreAI CMS Pages.
- Modify page design and layout with Pages Components.
- Manage content with Pages Content editor and Content manager.
- Manage content versioning, workflow and publishing.
- Optimize visitors' experience and engagement with Pages Personalize.
- Interpret site and page analytic reports with Pages Analyze.

COURSE OUTLINE

Module 1: Course Outline

- Module 1: Exploring Sitecore cloud portal and SitecoreAI CMS

- Module 2: SitecoreAI CMS Pages editor and components
- Module 3: Managing Content in Explorer
- Module 4: Publishing, versioning and workflow
- Module 5: SitecoreAI CMS Personalization
- Module 6: SitecoreAI CMS Analytics