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SITEFINITY TRAINING FOR CONTENT EDITORS PART 1

Essential Sitefinity Training for Content Editors

ON CLIENT'S SITE WORLDWIDE ■ LONDON ■ SAN FRANCISCO ■ 1-ON-1 ONLINE

TRAINING DETAILS

SUMMARY

Although Sitefinity is among the easiest Web Content Management System on the market it is simply not possible to utilize it properly without training. This training is intended for everyone who wishes to manage website content using Sitefinity and has either experience with other CMS or at least understands fundamentals of web content preparation. The training is always delivered by senior Sitefinity consultants who would flexibly adjust to meet the needs of both beginner and advanced content editors alike.

YOU WILL LEARN

- How to effectively manage professional looking content with Sitefinity
- How to work with Sitefinity content types / modules (news, blogs, images, videos...)
- How to create your own content types without technical hassle
- How to create forms using Sitefinity Form Builder
- How to efficiently classify content through taxonomy
- How to work with layouts and templates
- How to manage content for mobile and responsive pages
- How to personalize content for different user segments
- How to manage social media with Sitefinity
- How to fine tune content and settings (SEO tips, scheduling, page properties...)
- How to manage content safely and with confidence

TARGETED AUDIENCE

Everyone who wishes to manage website content using Sitefinity and has either experience with other CMS or at least understands fundamentals of web content preparation.

DURATION

1 day (8 hours with 60-minute lunch break and 2 short breaks)

TRAINING OUTLINE

1. INTRODUCTION

- A. Useful facts for Sitefinity Content Editors
- B. Sitefinity with a cup of coffee :)
- C. Training setup
- D. Nowadays it's more about content design than website design

2. WORKING WITH SITEFINITY - THE BASICS

- A. The Sitefinity concept
- B. Introduction to Sitefinity work environment
 - a. Browser based admin application
 - b. Inline editing
 - c. Sitefinity Digital Asset Manager
- C. Creating and editing pages
- D. Bringing content to pages through widgets
- E. Introduction to the concept of working with structured content (e.g. news, blogs, images, documents, etc.)
- F. Introduction to page properties and actions
- G. Introduction to Sitefinity templates

3. WORKING WITH UNSTRUCTURED CONTENT

- A. All about Sitefinity text Editor
- B. Sitefinity content blocks
- C. Sharing content across pages
- D. Tips and tricks about unstructured content

4. WORKING WITH STRUCTURED CONTENT

- A. Sitefinity content types / modules:
 - a. News
 - b. Blogs
 - c. Images
 - d. Videos
 - e. Documents & Files
 - f. Lists
- B. Modifying Sitefinity content types to fit your needs
- C. Create your own content types / modules without technical hassle

5. FORMS AND SITEFINITY FORM BUILDER

- A. Easily create forms using the Sitefinity Form Builder
- B. Options to view and analyse results (form submission data)
- C. Tips and tricks about Sitefinity forms

6. CLASSIFICATION OF CONTENT

- A. How to truly benefit from content classification
- B. Working with categories and tags
- C. Create custom content classifications

7. WORKING WITH LAYOUTS AND TEMPLATES

- A. Page templates
- B. Widget templates
- C. How to truly benefit from opportunity to easily create and modify layout on each page

8. MANAGE CONTENT FOR MOBILE AND RESPONSIVE PAGES

- A. Introduction to mobile and Responsive Design from content editor's
- B. perspective
- C. Define what happens with your content as screen resolution and / or devices change because you are in charge of content not developers!

- D. Preview content for different devices
- E. Prevent common problems
- F. Testing personalized content

9. CONTENT PERSONALIZATION

- A. Introduction to content personalization through Sitefinity
- B. Managing user segments
- C. Personalizing content

10. SOCIAL MEDIA & SITEFINITY

- A. Introduction to Social Media management with Sitefinity
- B. Multi-channel content syndication
- C. Automated publishing to Twitter
- D. Twitter feeds
- E. Managing Facebook pages with Sitefinity
- F. Facebook feeds
- G. Page sharing

11. FINE TUNING CONTENT AND SETTINGS

- A. Adjusting page properties
- B. Modifying page hierarchy and navigation structure
- C. SEO (Search Engine Optimization) tips
- D. Schedule content publication
- E. Managing labels and messages
- F. Tips and tricks for efficient content editing with Sitefinity

12. ADVANCED CONTENT EDITING

- A. Safely insert and edit HTML snippets
- B. Easily insert CSS and JavaScript snippets to bring specific, isolated content to a page
- C. Tips and tricks for advanced content editing

13. BE CONFIDENT WITH TOOLS TO RECOVER FROM ERRORS AND MISTAKES

- A. Working with Revision History
- B. Recycle Bin
- C. General tips and tricks for safe content editing