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SITEFINITY TRAINING FOR MANAGERS

Training Outline

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

TRAINING DETAILS

SUMMARY

This training is intended for project managers, general managers, web managers, or anyone else who needs to understand Sitefinity from the business perspective. The aim of the training is to enable managers to properly overlook project execution and make decisions regarding the website, set efficient web strategies, and implement proper organization of people, partners and resources. The training is always delivered by experienced, senior consultants who would flexibly adjust to meet your unique business and project requirements.

YOU WILL LEARN

- Overview of Sitefinity functionality from manager's perspective
- How Sitefinity websites are made
- Architecture best practices that managers should know
- Options to integrate with other systems
- Common Sitefinity strategies and System Architectures
- Common Sitefinity project problems and how to avoid them as a manager
- Project execution workflow
- Tips on project planning
- Tips on estimates
- Tips on managing your Sitefinity team

TARGETED AUDIENCE

Project managers, general managers, web managers, or anyone else who needs to understand Sitefinity from the business perspective to make better decisions and effectively manage Sitefinity projects.

DURATION

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

TRAINING OUTLINE

1. INTRODUCTION

- A. Who is who in your Sitefinity project and the Sitefinity community
- B. Useful Sitefinity facts for managers
- C. Sitefinity with a cup of coffee :)
- D. Training setup

2. INTRODUCTION TO SITEFINITY

- 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. Working with unstructured content
- G. Introduction to page properties and actions
- H. Introduction to Sitefinity templates

3. OVERVIEW OF SITEFINITY FUNCTIONALITY

- A. Efficiently manage content for desktop, mobile and responsive pages
- B. Why Sitefinity way of managing layouts is extremely important
- C. Benefit from content personalization
- D. How to benefit from opportunity to easily create custom content types with Sitefinity Module Builder
- E. What you can do and cannot do with Sitefinity Form Builder
- F. How to truly benefit from content classification
- G. Social Media and Sitefinity
- H. E-mail campaign management with Sitefinity

- I. Sitefinity Ecommerce module
- J. Users, roles, permissions, and workflow
- K. Managing multiple websites with Sitefinity Multisite
- L. Managing multilingual content with Sitefinity
- M. Creating mobile apps with Sitefinity Mobile App Builder
- N. Track all activity with Sitefinity Audit Trail
- O. Sitefinity Analytics

4. HOW SITEFINITY WEBSITES ARE MADE

- A. Overview of technical development process and concepts from business perspective
- B. Overview of Sitefinity architecture from manager's perspective
- C. Common problems and how to avoid them
- D. Recommended Sitefinity Implementation Process

5. COMMON SITEFINITY STRATEGIES AND SYSTEM ARCHITECTURES

- A. Architecture best practices that managers should know
- B. Integrations with other systems
- C. Overview of available options
- D. Out-of-the-box connectors (SharePoint, Salesforce, Marketo)
- E. Telerik BaaS
- F. Development staging
- G. Content staging
- H. Hosting infrastructure
- I. Sitefinity website lifecycle

6. EFFECTIVE MANAGEMENT OF SITEFINITY PROJECTS

- A. Common problems and how to avoid them
- B. Project execution workflow
- C. Tips on project planning
- D. Tips on estimates
- E. Tips on managing your Sitefinity project