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# SITEFINITY TRAINING FOR MARKETERS

Training Outline

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

# TRAINING DETAILS

## SUMMARY

This training is similar to “Sitefinity for Content Editors” but has stronger emphasis on topics more relevant to marketers, such as social media, SEO, e-mail campaigns, international markets, and analytics. The training is always delivered by experienced, senior consultants who would flexibly adjust to meet the needs of both beginner and advanced users alike.

## YOU WILL LEARN

- How to manage Social Media with Sitefinity
- How to fine tune content and settings (SEO tips, scheduling, page properties...)
- How to manage e-mail campaigns with Sitefinity
- How to manage multilingual content
- How to serve content for different markets
- How to use Sitefinity Analytics
- 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

## TARGETED AUDIENCE

Marketers who wish to either overlook or directly manage website content using Sitefinity.

## DURATION

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

# TRAINING OUTLINE

## 1. INTRODUCTION

- A. Useful facts about Sitefinity
- B. Sitefinity with a cup of coffee :)
- C. Training setup

## 2. WORKING WITH SITEFINITY - THE BASICS

- A. The Sitefinity concept
- B. Introduction to Sitefinity work environment
- C. Browser based admin application
- D. Inline editing
- E. Sitefinity desktop application
- F. Creating and editing pages
- G. Bringing content to pages through widgets
- H. Introduction to the concept of working with structured content (e.g. news, blogs, images, documents, etc.)
- I. Introduction to page properties and actions
- J. 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:
- B. News
- C. Blogs

- D. Images
- E. Videos
- F. Documents & Files
- G. Lists
- H. Modifying Sitefinity content types to fit your needs
- I. 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
- D. Personalisation with Sitefinity DEC (Digital Experience Cloud)

## **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

## **11. SEARCH ENGINE OPTIMIZATION**

- A. Fine tuning page properties for better SEO
- B. Sitefinity SEO related tools
- C. Benefit from Sitefinity sitemap generator
- D. SEO tips and tricks

## **12. E-MAIL CAMPAIGN MANAGEMENT**

- A. Manage message templates
- B. Manage mailing lists and subscribers
- C. Benefit from automation options
- D. Manage campaigns

## **13. ANALYTICS**

- A. Tips and tricks on setting up analytics
- B. Overview of Sitefinity Analytics
- C. Analytics result interpretation
- D. Big data analytics with Sitefinity DEC (Digital Experience Cloud)

## **14. MANAGE WEBSITES FOR MULTIPLE MARKETS**

- A. Overview of available options
- B. Managing multiple websites through Sitefinity Multisite Management
- C. Managing multilingual content with Sitefinity

## **15. SELECTION OF TOPICS**

Depending on what is relevant for your organization, you can choose from the following topics:

- A. Managing forums and community with Sitefinity
- B. Manage user created comments
- C. Easily create promotional events
- D. Overview of Sitefinity Ecommerce module