

**Introduction to Content Entry in the Sitecore Experience Platform**

**Course Number:** SCOR-100
**Duration:** 2 days

**Overview**

This Introduction to Sitecore training teaches attendees Sitecore terminology and provides a basic overview of the key tools needed for successful content entry using Sitecore. Attendees learn how to manage different types of content fields, versions, workflow, and more.

**Prerequisites**

Students should already be comfortable using the operating system (Linux, Unix, Windows, Solaris, macOS, etc.), and have familiarity with using a web browser while they access the Sitecore Content Management System.

**Materials**

All Sitecore Content Entry training students will receive comprehensive courseware.

**Software Needed on Each Student PC**

* Any Windows, Linux, or macOS desktop/laptop system
* Chrome (plus any additional browsers of your choice)

**Objectives**

* Master the fundamentals of creating content in the Sitecore CMS
* Gain familiarity with key content editing tools
* Understand the marketing tools of the Sitecore Experience Platform
* Learn the differences and key concepts of the Content Editor and the Experience Editor
* Learn workflow basics
* Understand versioning of items including Language Versions
* Learn how to publish content and understand why they would
* Use the media library and manage assets in Sitecore
* Find anything they need in Sitecore
* Gain general best practices for keeping Sitecore clean

**Outline**

* Introduction
* The Sitecore Interface
	+ How to Log In
	+ How to Manage Your Account and Change Your Password
* Common Content Entry Tools
	+ The Launch Pad
	+ How to Access the Desktop
	+ Accessing the Control Panel
	+ The Recycling Bin
	+ Running Reports
* Marketing Capabilities of the Experience Platform
	+ Experience Analytics
	+ Experience Profile
	+ List Manager
	+ Campaign Creator
	+ Path Analyzer
	+ Marketing Automation
	+ Marketing Control Panel
* The Experience Editor
	+ How to Edit a Page in the Experience Editor
	+ Basic Navigation and Menu Options
	+ How to Create a New Page
	+ How to Add a Component
	+ How to Navigate Components on the Page
	+ Modifying Component Settings
	+ How to Edit Common Fields
	+ Custom Edit Buttons
	+ How to Save Your Changes
	+ Introduction to Final vs Shared Layout
* The Content Editor
	+ How to Access the Content Editor
	+ Overview of the Menu Options Available
	+ Review of the Basic Content Tree
	+ Overview of Common Fields and how to Edit
	+ Sorting Content in the Content Editor
	+ Managing the Presentation of a Page
	+ How to Create an Alias on an Item
* Basic Workflow
	+ Overview of the Reviews Tab in the Content Editor
	+ How to Unlock or Lock a Piece of Content
	+ Overview of the WorkBox
* Versions in Sitecore
	+ Introduction to Versioning Content
	+ Understanding the Typical Databases that exist when you edit content
	+ Working with Language Versions
	+ How to Copy Content from Language to another Language
* How to Publish Content
	+ Introduction to the different Publishing options in Sitecore
	+ Preview vs. Publishing
	+ How to Un-Publish Content
	+ How to Schedule Publishing Content (This may vary depending on how Sitecore has been configured)
* Managing Assets in the Sitecore Experience Platform
	+ How to Upload an Image
	+ Editing Attributes of an Image
	+ How to Resize an Image
	+ Overview of Common Media Library Fields
	+ Uploading other types of Assets (PDF’s, etc)
	+ How to Upload a Zip file of Assets
* Search and Finding Content
	+ What is an Item Bucket and How do you add content to it
	+ How to find anything in the Content Editor
	+ How to use the Link Database to find relationships between items
* General Best Practices when Editing Content
	+ Limiting Items in Subfolders
	+ Global Content vs Page Content (This may vary depending on how Sitecore has been configured)
	+ Importance of Organizing Content and archiving old content
* Conclusion