

# € TRAINING

Mastering Sitecore





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## Introduction:

Welcome to the LSitecore Training program! This comprehensive 5-day course is designed to equip participants with the essential skills and knowledge needed to harness the power of Sitecore, a leading digital experience platform. Whether you are a developer, content editor, or IT professional, this training will empower you to maximize the potential of Sitecore for your projects.

## Program Objectives:

At the end of this course the participants will be able to:

- Understand the fundamental concepts and architecture of Sitecore.
- Gain proficiency in navigating the Sitecore interface.
- Learn the basics of Sitecore development, including template creation, layout design, and component development.
- Explore best practices for Sitecore development.
- Become adept at content creation, editing, and publishing within Sitecore.
- Learn to use workflows and versioning for effective content management.
- Explore Sitecore's powerful personalization features.
- Understand how to leverage marketing automation for targeted and personalized customer experiences.
- Implement security best practices within Sitecore.
- Optimize and ensure high performance for Sitecore websites.
- Gain insights into integrating Sitecore with other systems and third-party services.
- Learn about Sitecore's API capabilities.

## Targeted Audience:

- Developers looking to enhance their skills in Sitecore development.
- Content editors and managers aiming to efficiently manage and optimize content using Sitecore.
- IT professionals seeking to implement, maintain, and secure Sitecore solutions.
- Marketing professionals interested in utilizing Sitecore's marketing automation and personalization features.

## Program Outlines:

### Unit1:

#### Introduction to Sitecore

- Overview of Sitecore and its capabilities.
- Installation and setup of Sitecore.
- Navigating the Sitecore interface.

### Unit 2:

#### Sitecore Development Basics

- Template creation and management.
- Layout and rendering design.
- Introduction to component development.

### Unit 3:

#### Content Management in Sitecore

- Content creation and editing.
- Workflows and versioning.
- Media library management.

### Unit 4:

#### Personalization and Marketing Automation

- Implementing personalization rules.
- Introduction to marketing automation.
- Analytics and reporting in Sitecore.

### Unit 5:

#### Security, Performance, Integration

- Implementing security in Sitecore.
- Performance optimization techniques.
- Integration with other systems and APIs.